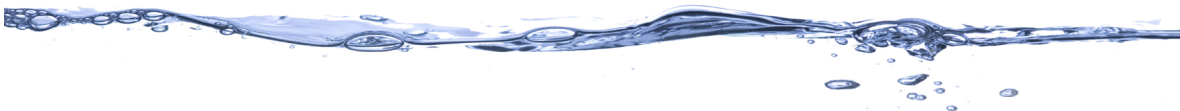




PRESS RELEASE



FOR IMMEDIATE RELEASE:

Hubbell Launches Nationwide Tankless Water Heater Installation Service.

Stratford, CT October 4, 2010 – Hubbell Electric Heater Company, a leading manufacturer in Electric Tankless Water Heaters announced today that the company has launched new nationwide professional installation services for its residential tankless water heater.

The new service provides home owners an easy way to switch to an electric tankless water heater and have it professionally installed taking the guess work out of going tankless. "I believe we are the first electric tankless water heater manufacturer to offer such a value added service of this kind. Offering this service makes it much easier for consumers to switch to tankless water heating technology and enjoy all of the benefits tankless has to offer", said Sean Clarke, National Sales Manager of Hubbell.

At the same time, Hubbell has gone live with its new user friendly website (<http://www.buytankless.com>) offering more value added services including "In Home Tankless Evaluation", which helps guide home owners who are unsure of the proper tankless water heater for their home. Additionally the site offers a "Live Help" option that allows consumers the opportunity to communicate in real time with a "Tankless Expert" for any questions or support they may need.

About Hubbell Heaters

Headquartered in Connecticut, Hubbell Electric Heater Company is proud to offer a complete line of residential, commercial, industrial and marine water heating products. Hubbell is committed to being a reliable choice for our customers by providing well-built products and superior service. For more information, please visit <http://www.buytankless.com>,

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