

FOR IMMEDIATE RELEASE

contact: Leigh Marie Lunn
lmlunn@gsandf.com**GS&F TO PARTNER WITH THE CONSORTIUM FOR ENERGY EFFICIENCY IN PROMOTIONAL CAMPAIGN***Goal Is To Encourage High-Efficiency Water Heating In The U.S. And Canada*

Nashville, Tenn. (November 18, 2008) – GS&F has been selected to develop and implement a three-year high-efficiency water heating marketing campaign in collaboration with the Consortium for Energy Efficiency (CEE), a nonprofit association of energy efficiency program administrators who work together to advance efficiency in the United States and Canada. Through consistent messaging by industry stakeholders—including manufacturers, utilities, retailers, environmental groups and government agencies—the CEE campaign will encourage the support of increased development and use of ENERGY STAR[®] residential water heaters by the industry’s supply chain and consumers.

“As CEE strives to inspire significant behavioral changes in consumers and industries through the endorsement of energy-efficient technologies, it is critical that our message effectively engages target audiences,” said Kara Rodgers of CEE. “With extensive water heater industry knowledge and proven creative marketing abilities, GS&F is an ideal partner for this essential initiative.”

In order to increase consumer and installer awareness of the benefits of ENERGY STAR water heaters and encourage retailers and distributors to stock the units, the marketing campaign will provide objective, credible information of the energy-efficiency benefits of the water heaters and educate all parties regarding available incentive programs. On January 1, 2009, water heaters that qualify for the ENERGY STAR label will begin to be introduced to the market.

“With water heating accounting for approximately 15 percent of residential energy consumption, it is crucial that consumers and members of the industry understand the benefits of ENERGY STAR water heaters,” said Jeff Lipscomb, GS&F president. “To have been selected for such a vitally important campaign is an honor and we look forward to its success.”

About Gish, Sherwood & Friends:

GS&F, founded in 1978, is a full-service marketing agency located in Nashville, with a staff of 80. GS&F's clients include LP Building Products, the Tennessee Titans, University of Tennessee Medical Center, Bridgestone Americas, International Comfort Products, Avenue Bank and Thomas & Betts. For more information about the company, visit www.gsandf.com.

About CEE:

CEE is a consortium of efficiency program administrators from across the U.S. and Canada who work together on common approaches to advancing efficiency. Through joining forces, the individual efficiency programs of CEE are able to partner not only with each other, but also with other industries, trade associations, and government agencies. By working together at CEE, administrators leverage the effect of their funding dollars, exchange information on effective practices and, by doing so, achieve greater energy efficiency for the public good.

About Energy Star:

Energy Star was introduced by the Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the Energy Star label can be found on more than 50 different kinds of products, new homes, and commercial and industrial buildings. Products and buildings that have earned the Energy Star designation prevent greenhouse gas emissions by meeting strict energy efficiency specifications set by the government. In 2007 alone, Americans, with the help of Energy Star, saved about \$16 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 27 million vehicles