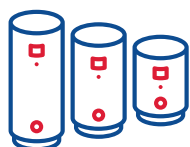


# CONTRACTOR PARTNER PLEDGE



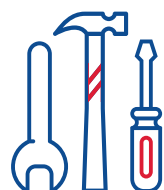
## Our Commitment to Your Success

American is committed to the success of our contractors by offering the right products at the right time. Our Contractor Partner Pledge represents our promise to provide complete support as you grow your business and find more opportunities for added profit.



### Breadth of Product Line

From residential to commercial and standard to high-efficiency models, American provides a complete line of products to help you satisfy your customers. There are also plenty of upsell opportunities to increase profits.



### Product Sales Tools

Work to close more sales with our helpful, relevant resources and tools, such as our application selection guides and interactive product materials.



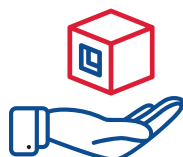
### Contractor Advertising Tools

Get the advertising resources and expertise you need to promote your business at the American Advertising Resource Center. Get the tools for free—invest only in printing and placement.



### Contractor Rewards™ Program

Earn points by purchasing American water heaters. The more you buy, the bigger the rewards—it's that simple.



### Brand Support

To support your efforts, American invests in marketing to drive customers to build brand recognition and locate local contractors like you.