



FOR IMMEDIATE RELEASE

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Noritz Group Offering \$150,000 in Aid To Earthquake and Tsunami Survivors in Japan

Tankless water heater manufacturer is using social media, contractor training programs and counter-day promotions to attract customer contributions. Company employees can donate through payroll deductions and by donating vacation time.

FOUNTAIN VALLEY, CALIFORNIA (MARCH 29, 2011) — The Noritz Group has announced that it will donate a total of \$150,000 to help relief and recovery efforts in Japanese communities affected by the earthquake and tsunami that struck the northern region of the country on March 11.

As part of its corporate donation, Noritz has launched a number of charity initiatives designed to broaden its support for the disaster relief fund:

- **Pay It Forward:** Drawing on the popular “Pay It Forward” philanthropic concept, Noritz will contribute \$1 for each new Noritz Facebook fan or Twitter follower between now and April 30, up to a maximum of \$5,000.
- **Employees:** Noritz associates will be able to add their financial support through payroll deductions or by earmarking accrued vacation hours to be donated to the relief effort.
- **Customers:** Noritz will engage its trade customers by soliciting relief donations during all on-site contractor training programs and customer counter days in 2011.

“The earthquake in Japan has reminded us just how small and interconnected our world has become,” says Bob Hitchner, Senior Vice President of Sales, Marketing and Business Development for Noritz in North America. “Some Noritz associates had family members in the earthquake zone, while others of us just happened to watch the devastation on television.



**WE STAND
TOGETHER**

Tankless water heater distributor, Noritz Group has committed to donating up to \$150,000 to the Japanese earthquake and tsunami relief efforts.

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“But all of us are fortunate to be in a position to offer assistance to the displaced survivors who must begin rebuilding their lives and their communities,” continues Hitchner, speaking on behalf of the Noritz Group .

The Noritz Group is the wholly owned American subsidiary of Japan-based Noritz Corporation, the largest global producer of tankless water heaters. The company’s water heaters are manufactured in the western part of Japan, so its operations were not directly disrupted by the earthquake.

“Our supply chain has held up very well under the strain of this unfathomable disaster,” says Hitchner, “but we are keeping a close eye on port congestion and other factors that might still cause shipment delays.”

Noritz is sponsoring a special online donation [website](#) as a vehicle for its employees and suppliers to help the earthquake survivors through the American Red Cross. To learn more and to donate, visit <http://american.redcross.org/noritz-pub>.



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For editorial assistance, contact Leanne Newman at Flying Camel Advertising, Design + PR: Telephone – (519) 756-2709; E-mail – leanne@flyingcamel.com

Hi-res version of logo and employee images to accompany this release are available for immediate download in .tif format by using this link:

<http://noritz.oreilly-depalma.com/2011/earthquake-relief.shtml>

NORITZ GROUP, a subsidiary of Noritz Japan, has corporate offices in Fountain Valley, Calif., as well as in Dallas, Atlanta, Chicago and Hawthorne, N.Y. Offering a full line of tankless water heaters to meet the hot water demands of residential and commercial applications. Noritz supports its products with a national network of skilled representatives and employees who are committed to providing the finest products and services to our communities by helping consumers live in a more comfortable, efficient and healthy lifestyle.

For more information on Noritz America and the entire line of Noritz’s ENERGY STAR[®] certified tankless water heaters, please call (877) 986-6748 or visit our website at www.Noritz.com.

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