



FOR IMMEDIATE RELEASE:

Website Launch Announcement: Hubbell Water Heaters launches new site
www.hubbellheaters.com

Stratford, CT October 17, 2013 – Hubbell, is excited to announce the launch of its new web site, which goes live today, Thursday, October 17th, 2013 and is located at the same address: www.hubbellheaters.com

The site's homepage welcomes customers with bold colors, a clean uncluttered design, with featured content focused on the companies mission to provide customers the most accurate product information, strengthen partner relations and share our knowledge and expertise in the field of engineered water heating solutions.

The new site is divided into five main industry sections: Commercial, Industrial, Foodservice, Offshore/Marine and Residential making it easier for customers to view our water heaters by industry type. By moving to a more industry/client-centric layout, we allow customers direct access to the information they need based on their own choice rather than sifting through endless products and information to decide what fits their specific water heating needs.

Our current and prospective customers will find detailed information about Hubbell's water heating products, services and resources we offer. In the new "Resource" area, we give the user a concise overview of the full line of Hubbell water heating products with detailed documentation on each specific model. The interactive "Rep Locator" gives users an intuitive and easy way to access our reps worldwide allowing the user the ability to narrow down reps within their specific location.

"The new website is just the beginning of our company's concerted effort to improve user experience, streamline product specification and educated consumers on Hubbell products while giving us a vehicle for better communication and interaction with our customers", said Scott Barry, Hubbell's Marketing Director.

Advantages of the new website include a more robust page layout, easy navigation, more detailed information about Hubbell products and an easier way for customers to find local reps, submit inquires and product requests. The site will be updated on a regular basis to better reflect current industry and product developments.

Please stay tuned over the next few months as we will be releasing our product configurator which will allow Hubbell customers the ability to build out water-heating products in real time and submit specifications to our sales engineers for quick quote turn around.

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About Hubbell Electric Heater Company

Headquartered in Stratford Connecticut, Hubbell Electric Heater Company is a manufacturer of engineered water heaters and heating systems. Hubbell serves many industries worldwide with extensive experience in Commercial, Industrial, Foodservice, Marine/Offshore and Naval markets. Since 1920, Hubbell has built a solid reputation based upon our meticulous engineering, quality, performance and customer service that is unequaled in the industry. Hubbell Water Heaters are proudly built in the U.S.A. and are engineered and manufactured to meet all current industry standards. Hubbell's wide-ranging expertise ensures that our customers benefit from reliable, long-lasting and trouble free water heating solutions that meet their specific needs. For more information, please visit

www.hubbellheaters.com

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