



FOR IMMEDIATE RELEASE:

Website Launch Announcement: Vaughn Thermal Corporation launches new site www.vaughncorp.com

Salisbury, Massachusetts Vaughn is excited to announce the launch of its new web site located at the same address: www.vaughncorp.com

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

The new site is divided into three main sections: Residential, Commercial and Electronic Controllers making it easier for customers to view our water heaters by application type. By moving to a more 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 Vaughn's water heating products, services and resources we offer. In the new "Products" area, we give the user a concise overview of the full line of Vaughn water heating products with detailed documentation on each specific model. The interactive "Where to Buy" gives users an intuitive and easy way to access our distributors and reps nationwide allowing the user the ability to narrow down products to their specific location.

"The new website is just the beginning of our company's concerted effort to improve user experience, streamline product availability and educate consumers on Vaughn products while giving us a vehicle for better communication and interaction with our customers," said Ken Ladd, Vaughn's Sales Manager.

Advantages of the new website include a more robust page layout, easy navigation, more detailed information about Vaughn 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 Partner Center, which will allow Vaughn customers the ability to access contractors, dealers and utility information.

Continued...

About Vaughn Thermal Corporation

Since 1955, Vaughn has been providing electric water heaters for the utility industry, and more recently to the plumbing and heating markets as well. To many customers, Vaughn has been the exclusive supplier of water heaters throughout the life of their rental program. Vaughn is considered a pioneer because for over 40 years, Vaughn has developed products specifically to meet the changing needs of the electric utility industry. For more information, please visit www.vaughncorp.com

Contact Information:

Kevin McAuley
Vaughn Thermal Corporation
P.O. Box 5431
978: 462: 6683
kmcauley@vaughncorp.com

###