



March 17, 2004

Dear Sales Rep:

White-Rodgers, in cooperation with the U.S. Consumer Product Safety Commission, is replacing certain liquid propane (LP) and convertible gas water heater temperature controls manufactured between October 2002 and July 2003. These LP gas water heater controls may gradually open instead of snapping open to full flow. **Soot can form and build up in the water heater burner, presenting a potential fire hazard.** The range of production dates for the respective water heaters may include product manufactured between October 2002 and September 2003.

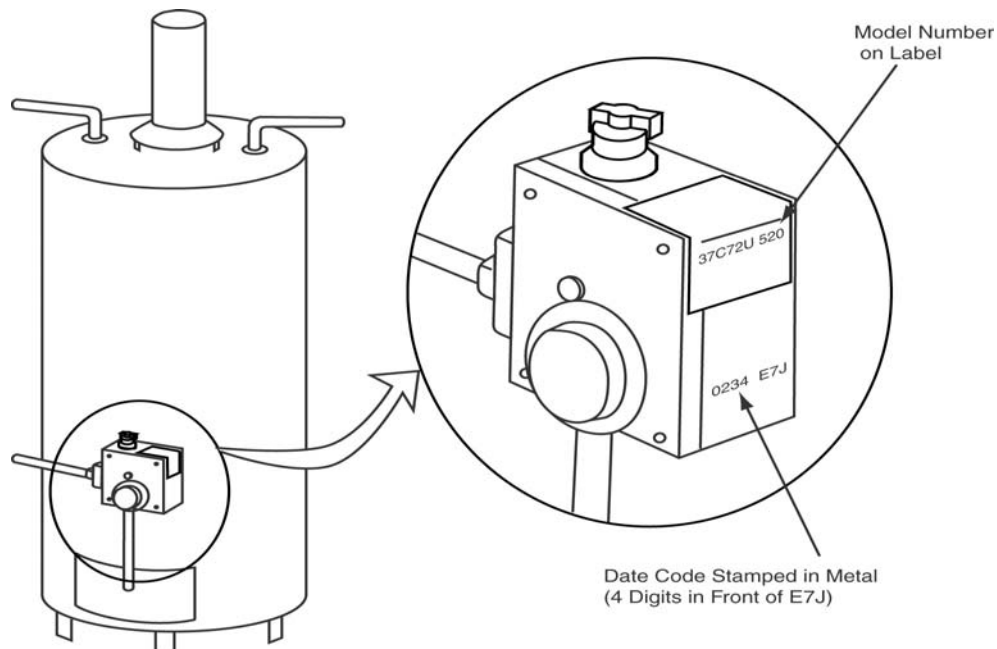
White-Rodgers is replacing these controls without cost to the water heater owners. They will be asking for our distributors' assistance in the following ways:

1. Check any LP water heaters in their inventory against a list of water heater brand, model, and production code dates. (A listing specific to brand and production code dates will be provided a copy for your purposes has been attached.)

Any listed water heater should be inspected to determine if the water heater control has one of the following model numbers:

37C55U 658	37C72U 520	37C72U 547	37C72U 676
37C57U 602	37C72U 546	37C72U 548	

and has a date code within the range of 0240 and 0329 (from October 2002 through July 2003). A sketch will be enclosed with their letter to assist in identifying eligible units. If the distributor has any eligible units, they are asked to call 800-426-3580 for assistance. They will be asked to have the complete temperature control model numbers, date codes, and quantities.



If you have a LP water heater that matches one of the brands and serial numbers listed on the last page, please check the model number and date code listed on the temperature control as illustrated above to determine if the control is affected.

2. They will be asked to develop a list of all customers to whom they have sold listed units so that they can be sent a consumer important safety notice (copy attached). This list will only be used for purposes of this notification program.

They are to forward the list of names and addresses to:

White-Rodgers Special Project Office
PO Box 21551
St. Louis, MO 63132
Email: white-rodgers@americallgroup.com
Fax: 800-266-3978 Phone: 800-426-3580
Hours of Operation: 8:00 AM – 6:00 PM CST

3. The program will pay qualified installers \$80 per field temperature control replacement and \$40 for current inventory replacement. The letter will ask installers if they would like to participate as a referred installer please call 800-426-3580.

Note: The call center designed to handle these calls will be operational shortly. Please do not refer anyone to the above phone numbers until they are operational.

To assist you in addressing the questions you are likely to field, the following FAQ's and respective responses are offered:

Question: Is my water heater affected? How can I tell?

Answer: If your LP gas water heater was manufactured between October 2002 and September 2003 it may have a control that is part of the control replacement program. The temperature control resembles a small metal box located above the access panel door of the gas water heater. A white label with red lettering, located on the right side of the box, contains one of the following model numbers 37C55U 658, 37C57U 602, 37C72U 520; 37C72U 546; 37C72U 547; 37C72U 548; 37C72U 676. The code dates on these controls are a four-digit number ranging from 0240 thru 0329.

Question: What if I can't read the label and date code to determine if my control is affected?

Answer: We would ask that you first check the model and serial number of the attached list to determine eligibility. If you have questions, call 800-426-3579.

Question: How can I obtain a copy of the recall notice?

Answer: A copy of the recall notice can be obtained by visiting www.regcen.com/tempcontrolrecall or by sending an email to white-rodgers@americallgroup.com. If you do not have Internet access you may contact White Rodgers Special Project Office at 1-800-426-3579.

Question: What do I do if I have one of these controls on my water heater?

Answer: For assistance, please contact 1-800-426-3579 to arrange for a qualified service technician to replace the affected temperature control, free of charge. When you call you will need to have the control model number along with the date code of the control installed on your water heater. An example of what you should be providing is as follows: 37C2U 520 model number; 0250 date code.

Question: Am I going to be charged for the labor to replace this control?

Answer: No. White Rodgers will replace the control free of charge provided you contact them as noted in the recall letter. You simply need to call the 800 number provided; give them the information requested; along with your complete name, address, and telephone number so arrangements can be made to service your water heater or water heater owners can register at www.regcen.com/tempcontrolrecall.

Question: What if I've already had it replaced and wish to seek reimbursement?

Answer: Please, contact White-Rodgers directly at 800-426-3579 to discuss reimbursement.

Question: What if I have some of these water heaters in my finished goods inventory?

Answer: Please check any LP water heaters in your inventory against the attached list of water heater brand and serial numbers.

Any listed water heater should be inspected to determine if the water heater control has one of the following model numbers:

37C55U 658	37C72U 520	37C72U 547	37C72U 676
37C57U 602	37C72U 546	37C72U 548	

and has a date code within the range of **0240** and **0329** (from October 2002 through July 2003). A sketch is enclosed to assist in identifying eligible units. If you have eligible units, please call 800-426-3580 for assistance. For replacement purposes, please have the complete temperature control model numbers, date codes, and quantities.

Question: What if I have some of these controls in my parts inventory?

Answer: Please check any LP gas controls in your inventory. If you have eligible controls, please call 800-426-3580 for assistance. For replacement purposes, please have the complete temperature control model numbers, date codes, and quantities.

Question: What if my water heater hasn't sooted? Do I still have to replace it?

Answer: Yes, call toll free at 800-426-3579 or register on line at www.regcen.com/tempcontrolrecall to arrange for a qualified service technician to replace the temperature control free of charge.

Question: If my control is included in the replacement program, is it safe to keep my heater running?

Answer: First, check your water heater. If it is currently functioning normally, you can leave your water heater on until a qualified service technician replaces the control. If you notice:

- Discoloration or
- Black soot on the lower outside surface on the front, sides, or back of the water heater or
- A pilot flame that keeps extinguishing or
- An unusual burning odor around the water heater

Turn it off. Your heater should be inspected as soon as possible by a qualified service technician.

Question: If I shut down my water heater, how soon will it be fixed?

Answer: You may contact the White-Rodgers Special Project Office (800-426-3579) to register and learn how to arrange for a qualified service technician to replace your control. The service person can advise you of their schedule.

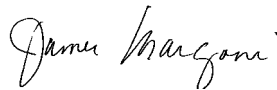
Question: If contacted by a member of the media, to whom do I refer them?

Answer: Please contact David Baldrige at (314) 982-7782

Hopefully, the above information and FAQ's should address most of the questions which you will likely field regarding the replacement program. If you have any further questions, please contact your Regional Sales Manager.

Thank you for your assistance.

Sincerely,



James Margoni
VP Sales

If you have a LP water heater that matches one of the brands and serial numbers listed below, please check the model number and date code listed on the temperature control as illustrated on page 1 to determine if the control is affected.

Potentially affected Apollo, Crosley, Energysense, Freedom, Maytag, Mission, Myers, Intertherm, Penfield, President, Sentry or State brands of LP water heaters have serial numbers that begin with:

A 0 3	B 0 3	C 0 3	D 0 3
E 0 3	F 0 3	G 0 3	H 0 3
J 0 3	K 0 3	L 0 3	M 0 3