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**FOR IMMEDIATE RELEASE**

## **ETERNAL GU100 CHALLENGES TANK WATER HEATERS AT AHR 2012 See the Epic Retrofit Battle at Booth #2051**

**Dallas, Texas (December 15, 2011)** Grand Hall, the manufacturer of the Eternal hybrid water heater, will launch the new GU100 at the AHR Expo (the International Air Conditioning, Heating, and Refrigeration Exposition) in January. A complimentary press luncheon is scheduled for Monday, January 23, 2012 at 11:30 am at Eternal booth 2051. Interviews with Vice-President of Products and Marketing Paul Home should be scheduled in advance by contacting Marketing Communications Manager Kari Yeh at [Kari.Yeh@GrandHall.com](mailto:Kari.Yeh@GrandHall.com). A ten minute product presentation will be followed by a Question and Answer session. The 2012 AHR EXPO will be held at McCormick Place on 2301 S. Lake Shore Drive in Chicago from January 23-25. "ChiTown Showdown" is the Eternal theme for this event. Press attendees who attend the luncheon will learn why the GU100 was introduced and how it will knock out the competition with its new design and capabilities.

The GU100 offers endless hot water and is Energy Star listed at 0.94EF. The unit is ideal for retrofitting because it is the first high efficiency hybrid that fits into existing homes' infrastructure. It can support up to two simultaneous applications such as running two showers or a shower and a dishwasher at the same time. The Eternal GU100 can easily replace a traditional 50 gallon standard tank freeing up valuable space in a home and is compatible with traditional and retrofit recirculation systems to deliver instant hot water. The new Eternal is the most economical high-performance hybrid water heater available for homeowners who need an affordable water heating system that does not compromise their current lifestyle when going green.

Since the GU100 operates on ½" gas connections, the installation is simple and quick, which saves the contractor time and the homeowner money. Its lightweight compact design and convenient top mounted water connections make it easy for a single plumber to install the unit. Eternal also makes a statement in a home with its all stainless steel cabinet design. Other features include:

- On-demand hot water with 96% thermal efficiency
- 15 year residential no leak warranty
- 100% stainless steel heat exchanger with built-in reserve tank that eliminates the cold water sandwich
- Full flow design provides unrestricted water flow
- Dual activation, temperature and flow sensing, compatible with low flow Water Sense fixtures
- 2" or 3" PVC venting, reduces the costs of installation materials
- Self-cleaning process flushes out sediment to maintain efficiency and prolong product life
- User-friendly digital display to control temperature and view diagnostics
- Exceeds Energy Star requirements of 0.82EF and qualifies for available government and local utility rebates
- Meets new ultra low emissions standard (SCAQMD 1146.2 Listed), minimal carbon footprint

### **About Eternal:**

Grand Hall is the maker of the Eternal hybrid water heater. International headquarters is in Taipei, Taiwan. Since 1985, the U.S. office has been located in Dallas, Texas. Grand Hall has been an innovative manufacturer of gas appliances and components for over 30 years. Eternal is a highly efficient water heating system that provides endless hot water without compromising water pressure. To learn more about the Eternal GU100, go to [www.eternal100.com](http://www.eternal100.com).