



**Valley Electric
Association, Inc.**

ON SEPTEMBER 5, 2009 - LAUNCHED THE LARGEST DOMESTIC SOLAR WATER HEATING PROGRAM IN THE U.S.

This program is currently for members only.

MEMBER BENEFITS

- High-quality system installed by professionals
- Full warranty
- Quantity discount pricing through the cooperative business model
- Creation of jobs, industry and taxes
- \$253-\$546 average annual energy savings
- 50-100% more hot water capacity
- Eliminates 3,082 pounds of CO₂ annually per unit
- Forecasts predict members will save approximately \$34 million over the next 20 years

FUTURE ENERGY COST CONTROL

- Decreased high-cost peak power demands
- Reduced energy loads
- Delayed future upgrades in capital infrastructure

There is no doubt energy costs will continue to rise. The Domestic Solar Water Heater Program will allow VEA and the members to proactively control this future cost.

FOR FURTHER INFORMATION, CONTACT:

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HOW DOES IT WORK?

One of the most cost-effective ways to include renewable technologies into a home is by incorporating a solar water heater. A typical residential solar water-heating system reduces the need for conventional water heating by about two-thirds. It minimizes the expense of electricity to heat the water and reduces the associated environmental impacts. This active solar water heating system uses the sun to heat a heat-transfer fluid in the collector and then relies on electric pumps and controllers to circulate the heat-transfer fluids through the collectors. Then the heat exchangers transfer the heat from the fluid to the potable water. The heated water is then held in the storage tank ready for use.

ABOUT VEA

Valley Electric Association is a Nevada, member-owned, non-profit, cooperative delivering electricity to more than 24,000 services across 6,800 square miles in Nevada and California. Incorporated in 1965, Valley Electric Association has grown into Nevada's largest cooperative utility. Cooperatives around the world operate according to the same core principles and values adopted by the International Cooperative Alliance.

The Seven Cooperative Principles:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Members' Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community

ABOUT RHEEM

- Rheem Manufacturing Company has been a technology leader and producer of innovative home comfort appliances for over 80 years.
- The only US company that produces heating, cooling, and water heating products with a full suite of cutting-edge designs that are energy efficient and Energy Star® compliant
- The Rheem family of quality residential and commercial product brands include Raypak, Ruud, Richmond, and Rheem
- Award-winning solar products that addresses energy conservation and sustainability of the earth's resources
- Over 50 years of solar technology experience and innovation
- Rheem products are rated tops in reliability and dependability in the industry



1 Heat Exchanger Tank

2 Collectors

3 Controller

4 Multi-Speed Pump

5 Thermal Expansion Tank

