

**TO:** A. O. Smith Valued Distributors  
A. O. Smith Manufacturers Representatives  
A. O. Smith Regional Sales Managers

**FROM:** Mike Parker

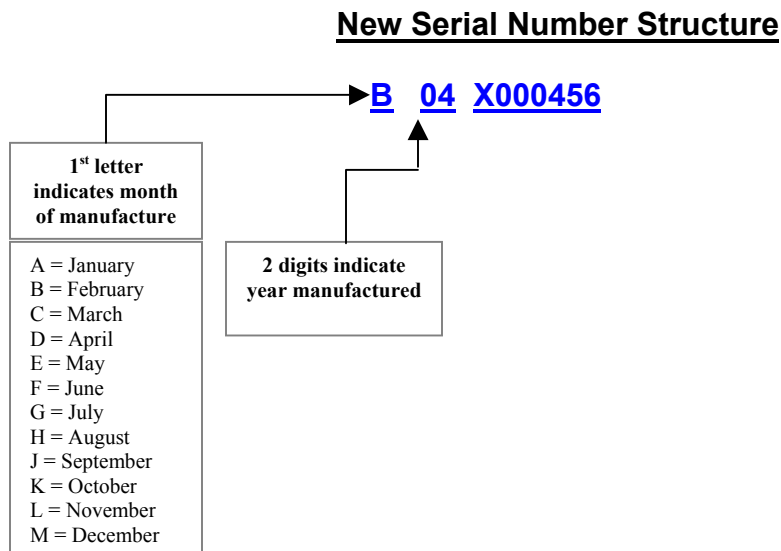
**DATE:** July 6th, 2004

**SUBJECT:** A. O. Smith Serial Number Nomenclature

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Manufacturing serial number for all A. O. Smith water heaters will change from the existing structure to a new serial number with Production effective July 1<sup>st</sup>, 2004. The first three places in the new serial number indicate the month and year of production as shown below.

**Example: B 04 X000456**



We apologize for any inconvenience this may cause and appreciate your continued support and dedication to the A. O. Smith line of water heaters.

Good Selling!

**Vice President, Marketing**