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FOR IMMEDIATE RELEASE

Keltech, Incorporated Appoints Dieter Lutz Director of Sales and Marketing

Delton, MI — March 14, 2011 – Keltech, Incorporated announced the appointment of Dieter Lutz to the role of Director of Sales and Marketing. Lutz had served as Marketing and Production Manager for Keltech for eight years. In his new role, Lutz will be responsible for streamlining new promotional, sales and information channels to synergize the Keltech business environment, including developing new resources to guide promotional and pricing strategies.

“Our goal is to meet the demands of today's marketplace by embracing new processes, networking channels and use of technology,” states Jeff Chaffin, COO. “Our customers are of key importance to us and we look forward to Dieter applying his expertise and knowledge to implementing new sales and marketing strategies in 2011.”

“The placement of new sales and marketing strategies,” Lutz said, “will complement Keltech's commitment to high quality products and fast lead times. Leading the industry in technology of tankless water heating solutions and being on the cusp of introducing a new line of innovative products, it's imperative that we now raise the bar on customer service as we develop new applications.”

About Keltech

Founded in 1987, Keltech Inc. manufactures electric tankless water heaters that perform on-demand. Keltech heaters provide continuous and sporadic water heating solutions for commercial, industrial, and safety applications. Keltech also engineers and manufactures custom-built electric tankless water heating solutions that support de-ionized water, reverse osmosis processing, corrosive fluid heating protection, and non-flammable fluid heating.

For more information about Keltech, visit www.keltech-inc.com.

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