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FOR IMMEDIATE RELEASE:

JENN-AIR PLANS MAJOR PRESENCE AT ARCHITECTURAL DIGEST HOME DESIGN SHOW
Luxury Goods Exhibit Scheduled for March 22-25 at Manhattan's Pier 94

BENTON HARBOR, Mich. (March 16, 2012) – Reflecting its growing profile as an innovative maker and marketer of luxury kitchen appliances, Jenn-Air will have its largest presence ever at the upcoming *Architectural Digest* Home Design Show, scheduled for March 22-25 at Pier 94 in Manhattan. Widely considered the preeminent event of its kind, the annual show brings tens of thousands of design professionals and consumers together for the nation's largest exhibit of luxury home products, seminars sponsored by *The New York Times*, and on-site consultations with noted design professionals.

In addition to doubling its display area for this 11th edition of the show, Jenn-Air is launching its new DesignVision iPhone application. The first-of-its-kind application lets users select Jenn-Air® appliances and instantly see how they will look in their new kitchens. They can also choose finishes, take and share photos, and find product specifications and showrooms. The app was created to address the growing importance of mobile devices in kitchen planning, and is the latest in a series of Jenn-Air initiatives to offer inspiration and information to those in the market for luxury appliances.

“Given the size and makeup of its audience, we view the *Architectural Digest* Home Design show as one of our most important marketing opportunities,” said Juliet Johnson, senior manager of Brand Experience for Jenn-Air. “And considering the momentum Jenn-Air is currently experiencing in the luxury appliance marketplace, we’re pulling out all the stops.”

The Jenn-Air kitchen display will feature a comprehensive collection of the brand's high-end appliances. Embraced by design and culinary professionals alike, the collection includes, among other products, the industry's best-performing wall ovens, top-rated built-in refrigerators and the brand's quietest dishwashers ever. A distinctive array of finishes will also be on display, including two stainless steel options – a sleek Euro-Style and professionally inspired Pro-Style® – as well as Floating Glass in black or white and custom panel options.

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About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com, twitter.com/jennairusa or facebook.com/jennair.

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