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FOR IMMEDIATE RELEASE:

JENN-AIR APP LETS CONSUMERS TRY APPLIANCES ON FOR SIZE

BENTON HARBOR, Mich. (March 16, 2012) –With mobile devices playing an ever-increasing role for those planning home design projects, Jenn-Air has created a first-of-its-kind iPhone application that lets users instantly visualize a kitchen equipped with the brand’s luxury appliances. The DesignVision app will be launched at this year’s *Architectural Digest* Home Design Show, the nation’s largest exhibit of luxury home products and widely considered the preeminent event of its kind. The show runs from March 22-25, 2012 at Pier 94 in Manhattan.

With DesignVision, users can select a Jenn-Air® appliance, position it over their current appliance and snap a photo. The finished image shows the selected appliance in place of the existing one. They can also choose from different finishes, share the photos, get product specifications and find showrooms. DesignVision can be downloaded for free at the Apple App Store.

“Jenn-Air is committed to providing designers and consumers with inspiration as they’re planning their kitchens,” notes Juliet Johnson, senior manager of Brand Experience for Jenn-Air. “With the DesignVision app, we’re using technology in a unique way to help bring a new kitchen to life, right on the user’s phone.”

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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