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### **JENN-AIR CELEBRATES NEW YORK CITY SHOWROOM'S FIRST ANNIVERSARY**

BENTON HARBOR, Mich. (March 20, 2014) – Jenn-Air is celebrating the one year anniversary of its first showroom, an inspiring space that has heightened the brand's profile among influential design professionals. The 3,200 square foot showroom features three full Jenn-Air® kitchens and is located in the prestigious Decorator & Design (D & D) building, located in Manhattan at 222 East 59<sup>th</sup> Street.

The space also serves as a showcase for Christopher Peacock Home, a leading designer of high-end kitchen cabinetry and home furnishings. The showroom seamlessly integrates the two brands and their products, and is staffed by representatives of both organizations.

The alliance reflects Jenn-Air brand's broader strategy of offering information and inspiration in highly experiential, highly contextual ways and settings. Related initiatives include an iPhone application that lets users envision Jenn-Air® appliances in their kitchens, participation in high-profile designer show homes, and exclusive sponsorship of major culinary and design events. Additionally, the space provides the ideal setting to display the brand's range of designs and product offerings, including a sampling of the more than 50 new SKUs launching in 2014.

"Our presence in New York demonstrates a continued dedication to growing our brand and business in the Northeast and beyond," notes Juliet Johnson, manager of brand experience for Jenn-Air. "Events for consumers, designers, media and trade customers will continue throughout the year and we certainly encourage interested individuals to visit the space at any time to discover the showroom firsthand."

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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](http://jennair.com), [twitter.com/jennairusa](https://twitter.com/jennairusa) or [facebook.com/jennair](https://facebook.com/jennair).

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