

PRESS BULLETIN

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FOR IMMEDIATE RELEASE:

JENN-AIR INTRODUCES INTEGRATED BUILT-IN REFRIGERATOR COLLECTION WITH INDUSTRY-FIRST CONFIGURATIONS

LAS VEGAS (January 20, 2009) – This spring, Jenn-Air takes its collection of high performance built-in refrigerators to another level with an integrated line that marries seamless design with thoughtful functionality. Available configurations include 36-inch bottom-freezer and popular side-by-side door models along with an industry-first 42-inch French door bottom-freezer model offering the widest interior space available in any flush refrigerator currently on the market.

“The clean, seamless aesthetic brings a refined, polished look to any kitchen,” notes Juliet Johnson, manager of brand experience for Jenn-Air. “The smartly designed hidden articulated hinges allow for minimal gaps, no larger than that of surrounding cabinetry, making the refrigerator virtually disappear in its environment.”

Created with the design-conscious consumer in mind, the thinner exterior door provides a flush fit with custom cabinetry for a seamless exterior, while the interior features even greater usable cubic space than similar flush refrigerators. High performance vacuum insulation panels help maintain energy and keep food fresher, longer. The patent-pending articulated hinge is equipped with a multi-pivot arm mechanism for smooth opening and closing. This hinge allows the refrigerator door to swing beyond a 90 degree angle.

“The smart design provides optimal space and a faster temperature recovery time,” adds Johnson. “The constant opening and closing of refrigerator doors can alter interior temperatures dramatically, but Jenn-Air integrated refrigerators keep the temperature at a consistent half-degree variance.”

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JENN-AIR INTRODUCES INTEGRATED BUILT-IN REFRIGERATOR COLLECTION WITH INDUSTRY-FIRST CONFIGURATIONS/Page 2

The French door bottom-freezer offers the widest refrigerator space available in any flush refrigerator of its kind. Twin doors provide easier storage of platters and wide trays for entertaining. Fresh food is stored at eye level giving access to items used more frequently while providing ample space for less frequently used frozen items below. The narrow door radius provides greater maneuvering space, particularly in center island kitchen layouts.

All refrigerators in the new line feature Advanced Climate Control Technology which allows customized drawer storage at lower temperatures than the refrigerator for highly perishable foods through independently controlled Advanced Climate Control bins. Four settings provide more precise control of different temperatures including deli, produce, meat and Quick Chill. The Quick Chill setting lowers the bin temperature below liquid freezing point for a period of one hour, ideal for quickly chilling white wine, sparkling water or other beverages. Glide-Out drawers with precision ball bearings make opening and closing effortless, even when fully loaded. Other features include Elegance Shelving with a “floating” glass design and brushed aluminum trim and stylish Glass Touch controls with white LED and LCD displays. An industry exclusive removable water filter conveniently located at the base grill is easily accessible and features PUR® filtering technology.

Launching this spring, style options include the sleek Euro-Style Stainless and the commercial look of Pro-Style® Stainless. Beginning next fall, the warm hued tones of Oiled Bronze and the contemporary Floating Glass in both black and white will be added to the collection and all finishes will be available with updated style options. For consumers who may redecorate frequently, the exterior panels of the refrigerators are designed as separate pieces and can be easily switched out with a different style panel without having to replace the refrigerator. The overlay model accepts custom panels and handles, allowing the refrigerator to blend seamlessly with existing cabinetry. The refrigerators are available in 36-inch bottom-freezer, 42-inch French door bottom-freezer, and 42-inch and 48-inch side by side non-dispensing configurations.

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and two cutting edge finishes: Floating Glass and Oiled Bronze. 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 offers a complete line of major kitchen appliances. To learn why Jenn-Air has been the number one most preferred brand among consumers for cooking products since 1989*, visit JennAir.com.

*Based upon independent national consumer research, 2007.

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