

## PRESS BULLETIN

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FOR IMMEDIATE RELEASE:

### **REINVENTING DOWNDRAFT: JENN-AIR INTRODUCES INDUSTRY'S ONLY DUCTLESS DOWNDRAFT COOKTOP**

LAS VEGAS (January 20, 2009) – Jenn-Air, the brand that invented downdraft cooking ventilation in the 1960s, is again making appliance industry history with the introduction of the industry's only ductless downdraft cooktop. This latest innovation allows high-rise dwellers and others who are unable to run ductwork or vent smoke outside to take advantage of the proven performance and versatility of downdraft ventilation technology.

“This opens up a whole new world of possibilities in cooking and kitchen design for millions of consumers,” notes Juliet Johnson, manager of brand experience for Jenn-Air. “Anyone whose ventilation limitations have made them anxious about frying, searing and other high-smoke cooking can breathe a sigh of relief and clear, smoke-free air.”

Available this fall, along with the new collection of top-of-the-line wall ovens and cooktops, the exclusive ductless downdraft kit allows for the high performance Jenn-Air® downdraft ventilation system to be installed in virtually any home, including high-rise apartments and condos, without a major remodel to accommodate ducting. Using a powerful, first-of-its-kind filter to capture smoke and steam, the new ductless downdraft system also allows for an open kitchen layout and the flexibility of placing cooktops on islands or peninsulas without having to worry about installation constraints.

“Aside from offering a smoke-free kitchen with virtually no design limitations, our new system has been refined to offer cooks something else they appreciate: extremely quiet operation,” adds Johnson.

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Other thoughtful design elements include electronic ignition for reliable lighting and automatic re-ignition in case gas flames are blown out; continuous cast-iron grates with a porcelain coating for greater durability; industry-exclusive electronic touch controls for a sleek, integrated surface that allows for easy cookware maneuvering; and a more convenient, shallow downdraft chamber for easier cleanup.

The new downdraft cooktop collection will be available in 30- and 36-inch configurations in Euro-Style Stainless finishes for both gas and electric models, and in Floating Glass and Oiled Bronze finishes for electric models. Suggested retail prices for the new cooktops will start at \$1,499.

The new ductless downdraft kit, available exclusively for use with the new collection of downdraft gas and electric cooktops, will be sold separately as an accessory at a suggested retail price of \$249.

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](http://JennAir.com).

\*Based upon independent national consumer research, 2007.

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