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FOR IMMEDIATE RELEASE:

JENN-AIR BOOSTS PROFILE AT ARCHITECTURAL DIGEST HOME DESIGN SHOW

BENTON HARBOR, Mich. (March 11, 2013) – Luxury appliance maker Jenn-Air is upping its already significant profile at the annual Architectural Digest Home Design Show by sponsoring a series of Jenn-Air Master Class Studio seminars presented by *The New York Times* and a “Best of Show” video series being produced by *Architectural Digest*. In a promotional first for the show, the brand is also partnering with the magazine to host a Jenn-Air Master Class Sweepstakes, offering a chance for one attendee to win a complete suite of appliances and a design consultation valued at \$27,500.

The four-day show, scheduled for March 21-24 at Manhattan’s Pier 94, will feature 500 exhibitors in such categories as luxury kitchen and bath products, home furnishings, lighting and accessories.

“As the leading showcase for the best new ideas in home design and luxury furnishings, this event is the ideal venue for sharing our expanding product collection with both industry professionals and design-conscious consumers,” said Juliet Johnson, manager of brand experience for Jenn-Air. “We’re excited to debut several new products this year, including an extraordinary cooking ventilation system, new cooking appliances and a built-in coffee maker.”

Beyond its expansive display, located in the “reFRESH” section of the show (booth # 351), the Jenn-Air brand and its products will be prominently showcased on the show’s Jenn-Air Master Class Culinary stage, designed to resemble an actual high-end kitchen. The schedule of events includes *Architectural Digest* trade programs, a keynote presentation by Editor-in-Chief Margaret Russell, and a *New York Times* Designer Seminar Series. On Thursday, March 21 from 3:00-4:00 p.m. John “Doc” Willoughby will moderate “Taste & Technology,” a panel discussion with Jenn-Air general manager Steve Brown; designer Jamie Drake, creator of some of this country’s most glamorous spaces; and celebrated designer and architect Bruce Bierman. A full schedule of the *New York Times* Seminar series can be found [here](#).

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“We worked closely with *Architectural Digest* to create a stage that reflects the show’s high-end design aesthetic and provides a natural environment for lively conversation,” notes Johnson. “And what better place for a lively conversation than a kitchen.”

At the Jenn-Air exhibit, selected last year as “Best in Show” in the kitchen category by the American Society of Interior Designers (ASID), show attendees will be introduced to the complete collection of Jenn-Air appliances, including the industry’s best performing wall ovens, top-rated built-in refrigerators and high-performance dishwashers. A distinctive array of finishes will be on display, including two stainless steel options – a sleek Euro-Style and professionally inspired Pro-Style.

Highlights of the show and the Jenn-Air brand's participation will be posted throughout the weekend at facebook.com/jennair and twitter.com/jennairUSA. Those unable to attend are encouraged to check back for the “Best of Show” videos, hosted by Antony Todd and featuring some of the most inspirational designs and products from the show.

Those wishing to enter the Jenn-Air Master Class Sweepstakes are encouraged to [here](#); and attendees who purchase show tickets online [here](#) will be automatically entered. For additional show details visit the show’s [website](#).

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.

About Architectural Digest Home Design Show:

The 12th annual Architectural Digest Home Design Show, held from March 21-24 at Pier 94 in New York City, is a showcase of the best in the home design and luxury market. The four-day fair features over 500 premium brands and covers a range of categories including: home furnishings, accessories, art, kitchen and bath products, flooring, fabric, lighting, outdoor products, and more. From product launches to a program that includes seminars with design-world luminaries, culinary demonstrations with notable chefs, book signings, special events, and more, the show is a must-attend for the industry’s top professionals and discerning consumers. It is produced by Merchandise Mart Properties Inc. (MMPI), hosted by *Architectural Digest*, and co-sponsored by *The New York Times*. www.ADHomeDesignShow.com

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