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JENN-AIR SPONSORS ARCHITECTURAL DIGEST HOME DESIGN SHOW

BENTON HARBOR, Mich. (March 20, 2014) -- Luxury appliance innovator Jenn-Air is kicking off its biggest year of product introductions ever with a major presence at the *Architectural Digest* Home Design Show (ADHDS), taking place March 20-23 at Pier 94 in Manhattan.

In addition to debuting a number of its 50 new products scheduled for introduction in 2014, the brand is 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*. Jenn-Air has also partnered with the magazine to host a Master Class Sweepstakes, offering a chance for one attendee to win a complete suite of its appliances and a collection of books from a select group of the world's preeminent architects and designers, known as the AD100.

"This major sponsorship follows a year marked by a record number of product introductions, the launch of our first showroom, and significant gains in both sales and retail flooring," says Brian Maynard, the brand's director of marketing. "As the nation's premier luxury design event, it's an important showcase for the Jenn-Air brand and its growing collection of products."

Appliances being introduced at the show include refrigerators with an elegant and dramatic black interior, called Obsidian; sleek, high performance ventilation systems; a built-in combination steam and convection oven; and a built-in coffee maker that allows coffee lovers to easily make Barista quality coffee at home, according to Maynard.

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Beyond its expansive display, located in the “reFRESH” section of the show (booth # 351), Jenn-Air 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 20 from 2:00-3:00 p.m. Bob Parks, Correspondent for WIRED and *Popular Science*, will moderate “Designing in the Age of Connectivity,” a panel discussion with Jenn-Air general manager Steve Brown; Stephen Fanuka, DIY Network & HGTV Million Dollar Contractor; Campion Platt, President, Campion Platt Interiors Inc.; and Maxime Veron, Head of Product Marketing, Nest.

Highlights of the show and Jenn-Air brand's participation will be posted throughout the weekend at [facebook.com/jennair](https://www.facebook.com/jennair) and twitter.com/jennairusa. For additional show details visit <http://www.archdigesthideshow.com/>.

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](https://www.facebook.com/jennair).

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