



Press Contacts: Kim Roman
Digitas
212/350-7822
kim.roman@digitas.com

Mariane Kingston
Jenn-Air
269/923-8786
mariane.kingston@jennair.com

FOR IMMEDIATE RELEASE:

JENN-AIR RETURNS AS A MAJOR SPONSOR AT 2016 WESTEDGE DESIGN FAIR

BENTON HARBOR, Mich. (November 1, 2016) – At this year’s WestEdge Design Fair, luxury appliance maker Jenn-Air is planning a significant showcase for its latest innovations, including the next phase of its WiFi connected appliances. Taking place November 3-6 at The Barker Hangar in Santa Monica, this year’s event is expected to be the largest to date, with more than 150 leading manufacturers and independent designers of contemporary design presenting their latest and greatest offerings.

“We’re looking forward to engaging with both design lovers and design influencers on the West Coast,” says Jenn-Air marketing director Brian Maynard. “We know this audience appreciates learning about not only what’s new from a design and performance standpoint, but also the meaningful ways that connectivity is being incorporated into the modern kitchen.”

Show attendees visiting the Jenn-Air display booth (booth #415) will discover over 25 appliances on display and have the opportunity to meet with product experts who are well-versed on the latest ways to enhance today’s luxury kitchen designs. These include a preview of the brand’s updated 2.0 version of its IOS and Android¹ application for its WiFi connected appliances, the latest induction downdraft cooktop, and a collection of fully integrated, built-in Jenn-Air[®] refrigerators.

Those looking to further immerse themselves in the design world will find a range of programming at the Jenn-Air Master Class Studio. Throughout each day of the show the studio will host seminars with design leaders on a variety of topics. On Friday, November 4, Design Milk founder Jaime Derringer will moderate “Form, Function & Connectivity” with panelists Ken Takeuchi of Sony; Kevin Yu from SideChef; and Steve Brown, General Manager of Jenn-Air. For the complete schedule of seminars throughout the event please visit <http://www.westedgesdesignfair.com/jenn-air-master-class-studio/>.

¹Requires WiFi and account creation. App features and functionality subject to change. Subject to Terms of Service available at www.jennair.com/connect. Data rates may apply.

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Returning to the show this year is the Jenn-Air Connected Life kiosk, located near the Jenn-Air display booth, where attendees are invited to stop by and recharge. In addition to enjoying an espresso made using the Jenn-Air™ built-in coffee maker they can use the provided charging station for their mobile devices.

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), [instagram.com/jennairusa](https://www.instagram.com/jennairusa) and twitter.com/jennairusa.

For additional show details visit <http://westedgedesignfair.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. 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, [facebook.com/jennair](https://www.facebook.com/jennair), [instagram.com/jennairusa](https://www.instagram.com/jennairusa) and twitter.com/jennairusa.

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