

FOR IMMEDIATE RELEASE



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## Jenn-Air Solves Ventilation Limitations with New Duct-free Downdraft Cooktop

ATLANTA (Georgia World Congress Center, Booth #C2252) (May 1, 2009) – Jenn-Air introduces the industry’s only duct-free downdraft cooktop, offering the performance of downdraft ventilation technology to high-rise apartments, condos and households unable to run ductwork or vent smoke to the outside.

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

“With Jenn-Air brand’s new downdraft ventilation technology, remodelers and design professionals can add aesthetic appeal and functionality to kitchen layouts in all types of residences,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “Homeowners will be blown away, so to speak, by the best and quietest ventilation in the industry.”

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.

- more -

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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.

### **About Whirlpool Corporation**

Whirlpool Corporation works to exceed client expectations with appliances that help design professionals create homes of distinction. The company's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Consumer Insight to support building and design professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 70,000 employees and 68 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building and design professionals, visit [insideadvantage.com](http://insideadvantage.com) or call 800-253-3977.

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