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PRESS CONTACT:
WHITNEY DEAN
MILLER BROOKS
317.873.8100

WHITNEY@MILLERBROOKS.COM

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Jenn-Air® Booth Showcases Ellen Cheever Kitchen Designed for the “New Consumer”

Contemporary Design Values and Functionality are Top-of-Mind

CHICAGO (McCormick Place, Booth #N7107) (April 16, 2010) – National Kitchen & Bath Association (NKBA) Hall of Fame Designer and trends specialist, Ellen Cheever, CMKBD, ASID, CAPS, has designed a “forward trends” kitchen to inspire functionality at this year’s Kitchen/Bath Industry Show. On display at the Jenn-Air brand booth, the contemporary kitchen demonstrates flexibility, accessibility and individual style — must haves for the “new consumer.”

“Homeowners interested in contemporary design are no longer identified by their age or where they live,” said Cheever. “Because of the multitasking nature of the kitchen, these new consumers highly value organization and flexibility within the design of the space. And, because everyone cooks, cleans and lives in the kitchen, they desire space that accommodates more than one cook, with clearly differentiated centers of activity and plenty of storage capabilities.”

The complete kitchen features the industry-exclusive Jenn-Air® Floating Glass appliance suite in black. Its sleek glass front presents the contemporary look today’s consumers are trending towards, while the high-gloss surface can be made to blend in with kitchen décor or stand out in stark contrast. Designed with space functionality in mind, the kitchen features undercounter refrigerator drawers, two single ovens and a warming drawer for added storage and easy access.

Ellen Cheever, designer, author and international speaker, manages both a private residential design practice and a consulting firm, which develops innovative products, designs memorable showrooms and creates highly effective training programs for all segments of the industry. A former director of

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educational services for the NKBA, she recently completed four authoritative new volumes for the organization's Professional Research Library. Cheever continues to shape the face of the industry with her in-depth analysis of emerging design trends and winning business strategies.

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Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 employees, and 67 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *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 professionals, please visit insideadvantage.com or call 1-800-952-2537.

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