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Jenn-Air Brand Experience Manager Earns Designer Certification

BENTON HARBOR, Mich. (March 3, 2010) – Following an intensive course of study and successful completion of an exam covering all aspects of kitchen and bath design, Juliet Johnson, brand experience manager for *Jenn-Air*, has earned her Associate Kitchen & Bath Designer (AKBD) credentials from the National Kitchen & Bath Association (NKBA).

“The design community has tremendous influence on purchase decisions in the super-premium appliance category,” said Johnson. “Becoming immersed in the profession is a way to better understand and meet designers’ needs, and ultimately, help *Jenn-Air* earn a place at the top of their consideration list.”

As the brand’s lead for outreach to the design community, Johnson’s latest projects include conducting hands-on training with designers and trade customers throughout the country, organizing designer roundtables and teaching NKBA-accredited courses on downdraft ventilation, a technology pioneered by *Jenn-Air*. In order to maintain her certification, she will continue to study and earn continuing education credits throughout the year.

In addition to elegant design, the newly launched, super-premium line of Jenn-Air® appliances features a number of industry firsts and exclusives that are major selling points for kitchen designers, according to Johnson. They include the industry’s best-performing wall oven, the industry’s best and quietest ventilation system, and the only duct-free downdraft system, among others.

“With all this new collection has to offer, and with everything we’re doing to encourage designers to use and recommend our products, *Jenn-Air* is well positioned to be a major player in the design arena,” said Johnson.

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Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

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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