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Jenn-Air Brand Introduces Industry's First Free-Standing Range Collection with Advanced Touchpad Technology

CHICAGO (McCormick Place, Booth #N7107) (April 16, 2010) – Jenn-Air brand is once again raising standards in the premium appliance market with the introduction of the industry's first gas and electric free-standing ranges equipped with a 7-inch full-color LCD display.

The full-color, touch-anywhere LCD display featured on each of the new Jenn-Air® ProStyle® Stainless free-standing ranges makes it easy for cooks of all ages to get the most out of the range's offerings. The advanced technology allows the user to touch anywhere on the display to find information relative to the dish being prepared. The intelligent display presents only information relative to previous choices and allows the user to move effortlessly between screens.

“Homeowners who have already experienced the super-premium quality of the Jenn-Air® line will notice the new ranges have the same high standards, sleek design and innovative technology the brand is known for,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “New features, such as the full-color LCD display, will pique the interest of those unfamiliar with all Jenn-Air® products have to offer.”

Other advanced features on select free-standing ranges include:

- Dual-Fan MultiMode® True Convection – Features an oval heating element and two round fans that generate an even airflow throughout the oven cavity. In addition, it provides users with six convection modes, including bake, roast, broil, pastry, frozen pizza and slow roast.
- 20,000 BTU Stacked PowerBurner – Provides the power needed for high-temperature recipes and cooking techniques, such as wok cooking and flash frying.

- more -

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- Electric Griddle – Features a high-performance 1,320-watt element that provides even heat distribution for precise results. Made from premium materials, the griddle has a chrome finish similar to those used in the restaurant industry.
- Flame-Sensing™ Re-ignition – Provides automatic re-ignition of burners if they are blown out by a sudden draft.

About Whirlpool Corporation

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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