



Contact:
Jill Spiekerman
Jenn-Air
(641) 787-6886
jspiek@maytag.com

David Hlavac
Carmichael Lynch Spong
(612) 375-8546
dhlavac@clynch.com

Jenn-Air® Heralds the Dawn of the “Bronze Era” Kitchen Appliances Get A Classical Upgrade With New Oiled Bronze Finish

NEWTON, Iowa – Recognizing the desire for a clean, yet classical design option, Jenn-Air® has combined the traditionalism of bronze sculpture with the polished look of stainless steel accents to create a unique, enduring Oiled Bronze finish for kitchen appliances.

Inspired by the growing interest in metallic finishes for kitchen walls, fixtures, and countertops, Oiled Bronze is the latest high-fashion alternative to stainless steel from Jenn-Air, the company that created the highly-desired Floating Glass appliance finish. According to the Color Marketing Group (CMG), 2006 trends will include increased focus on color depth, so products with burnished finishes, such as the Jenn-Air Oiled Bronze appliance suite, will continue to grow in popularity. In fact, several of CMG’s color directions for 2006 hint at consumers’ growing love for the warmth of metal.

“Homeowners are increasingly seeking out options beyond standard kitchen appliance finish offerings,” said Rusty Zay, vice president of Jenn-Air. “With robust yet subtle new finishes like Oiled Bronze, consumers now have appealing choices beyond stainless steel.”

With its industry-exclusive Oiled Bronze appliance finish, the Jenn-Air brand is offering homeowners and kitchen designers a glimpse of exciting trends to come. The new Oiled Bronze finish blends superior craftsmanship and unique materials to create a welcoming style with the sophistication consumers have come to expect from the Jenn-Air brand. “The design industry looks to brands like Jenn-Air to challenge kitchen style convention,” said Lisa Sleckman of Drury Design, a Chicago-area kitchen design firm. “The Jenn-Air Oiled Bronze finish is certain to stimulate creativity.”

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The new Oiled Bronze finish will be available for select refrigerator, dishwasher, wall oven and cooktop models in late 2006. Estimated retail prices will vary by product, but will be priced competitively with Jenn-Air Floating Glass offerings.

About Jenn-Air

From downdraft cooktops, wall ovens and Pro-Style[®] ranges to dishwashers, refrigerators and entertaining essentials, Jenn-Air offers a full line of built-in kitchen appliances. Consumers interested in more information on Jenn-Air kitchen products should visit jennair.com or call 1-800-JENN-AIR. Jenn-Air is a part of the complete collection of brands offered by Maytag Corporation, a leading producer of home and commercial products. The corporation's principal brands include Maytag, Hoover, Jenn-Air, Amana, Dixie-Narco and Jade.

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