



STRENGTH AND BEAUTY REIGN SUPREME WITH LAUNCH OF RISE™ DESIGN EXPRESSION FROM JENNAIR

Luxe Design Rises Anew Across Masterfully Executed Product Offerings

BENTON HARBOR, Mich. (Mar. 22, 2018) – Today, JennAir unveiled a defiant new design expression, RISE, representing a rebellion within the luxury appliance category that both empowers the discovery of genuine personal style and illuminates kitchen detail. With the *Bound By Nothing™* campaign, RISE is a colossus of progress, towering over stagnant, uninspired designs that have inherited undeserved standing. RISE delivers luminary brilliance in a suite of precise, powerful appliances, including column refrigerators, built-in refrigerators, professional-style ranges, rangetops, cooktops, wall ovens, urban living offerings, dishwashers, and many others — each built for consumers who are unwilling to settle for the status quo.

“We exist to drive progress inside the appliance industry by delivering limitless possibilities for our luxury consumers and the designers and specifiers who help them build their dream kitchens,” said Jon Hall, JennAir marketing director. “Our founder, Lou Jenn, was a rebel who inspired unprecedented innovation; we are fearlessly carrying his torch forward. RISE embraces an evolved kitchen aesthetic, turns its back on the tired ways of conventional luxury, and allows consumers to wield control. We’re proud to offer aspiring new design as we forge a new vision of commercial luxury grounded in strength and beauty.”

Progressive in every detail, RISE is intended to inspire designers and tastemakers as they build custom kitchens to reflect bespoke, personal style, ushering in a new era of striking proportions. Robust lines draw the eye with warm, luxurious brass accents, while a delicate, diamond-etched matrix wraps itself around a muscular handle, proportioned with fortitude. The RISE design expression is made to seize the throne, exuding power while inviting owners to bask in gleaming spectacular light and striking silhouettes.

RISE will be available in late 2018. The kitchen suite of appliances pairs connected technology with provocative design to create a full consumer experience. Product highlights include:

Introducing Columns by JennAir

New JennAir Column Refrigerators redefine luxury refrigeration, opening consumers’ eyes to obsessive craftsmanship and beauty. With unmistakably provocative design, consumers and designers can sink their teeth into something substantial, and in more than 300 customizable combinations. Key design features include:

- **Daring Obsidian Interior:** Inspired by the beauty of volcanic glass, this industry-exclusive finish erupts with reflective, high-contrast style, allowing fine foods and beverages to emerge vibrantly
- **Ecliptic Lighting:** Unlike the dark spots of dated puck lighting, more than 650 LED lights frame and fill each column, coming alive with the touch of a button
- **Trinity Cooling:** Revel in the trinity of food preservation: three zones, three precision sensors, calibrated every second and fortified by an exposed air tower that conquers humidity levels and customizes the temperature of each zone
- **Frictionless Connectivity:** Whether an open door, a power outage, or a required filter change, consumers can connect via WiFi for real-time notifications and to control columns remotely¹.

¹ Appliance must be set to remote enable. WiFi & App Required. Features subject to change. For details and privacy statement, visit jennair.com/connect

Tap and swipe on iOS and Android devices, or use voice commands with Amazon Alexa or Google Home for a fluid, frictionless experience

- **Seamless Details:** With a stealth flush door, columns are hidden until opened. The industry-first Obsidian hinge and concealed details melt into volcanic surroundings
- **Durable, Yet Flexible Solid Glass and Metal:** Gone are the days of cheap plastic in luxury; all-metal bin and shelf frames, thick solid glass, and a force field to prevent spills define columns. Every drawer can adapt to needs on demand, whether marinating a steak or storing a charcuterie tray
- **Rotter System and Badass Bracket:** With site-tailored Rotter system shims and badass brackets, JennAir has reimagined the entire columns installation process, which means no flimsy leveling legs that break under a column's weight and no door alignment issues. The badass bracket keeps columns in their place

Progress Ignites in Professional-Style Ranges and Rangetops

Across RISE, the JennAir suite of cooktops and ranges allow consumers to bend fire to their will through endless customization opportunities, frictionless connectivity, and unconstrained cooking experiences marked by daring, undeniable details. Brushed brass collars the bladed knobs, featuring a fluid reflection backlit by a halo of light. Seamless handles are finished with a discreet, diamond-faceted texture. The crowning glory, brass burner caps, can be added or removed to enhance the masterpiece. Additional key features include:

- **Glide & Resilient Racks:** With quiet, fluid mobility to move in and out, glide racks feature appealing flat lines, while resilient racks provide rock-solid support for cookware and bakeware
- **Cast Iron Grates:** Robust, geometric grates form one graceful surface, crafted to withstand even the heaviest pots and pans
- **Backlit Knobs:** A halo of luminary LEDs glows softly when the burner is lit or the oven is on
- **Cinematic Lighting:** In-oven LED lighting softly increases to full intensity to minimize shadows and ensure food is the hero
- **Dual-Fan True Convection Plus Steam Assist:** Whirling metal blades circulate air, blanketing every rack in sumptuous, steady heat. Added steam works to lock in texture, flavor and nutrients, and responsive knobs pulse as the oven reaches desired temperature
- **JennAir Culinary Center:** Personalized to match owner preferences and backed by precise algorithms, each cooking cycle comes equipped with full-color food photography, doneness levels, pan types and menu-specific culinary tips
- **Frictionless Connectivity:** Whether via home WiFi, iOS or Android devices, or voice commands with Amazon Alexa or Google Home, cooktops and ranges boast frictionless capabilities, increasing options for individualized ownership experiences
- **Custom Configuration:** More than 30 configurations — from grills, griddles, and brass burners to the choice of dual fuel or gas — allow for complete customization to personalize the cooking experience. Infused with chrome, the JennAir griddle cleans easily. Underneath, a serpentine element powers the preheat function, and the grill brings the BBQ indoors

Untethered Wall Ovens

Connected wall ovens allow consumers to master incredibly-limitless results. Mirroring key product benefits of RISE professional-style ranges, including the Culinary Center and Frictionless Connectivity, connected wall ovens also boast:

- **Irresistible Interior:** Cinematic lighting illuminates smooth racks, flat lines and a black interior, living behind an expanse of dark glass, that draws owners in
- **Cinematic & Chef's Lighting:** In-oven halogen lighting softly increases to full intensity to minimize shadows and make food the feature while cooking, while halogen lamps above the door, front and center, further reduce shadows for clear food illumination
- **Convection Tower:** Unmistakable performance meets meticulous craftsmanship. This convection tower, in gleaming stainless steel, optimizes convection airflow while adding unexpected style

- **V2™ Vertical Dual-Fan Convection:** Dual fans work in tandem to rapidly heat and circulate air, blanketing every rack in steady heat
- **Made for Entertaining:** With a generous five-cubic-foot capacity, connected wall ovens are built for entertaining with the space and power to master multiple dishes at once
- **Versatile Modes:** Convection cook by food type, or manually select convection modes by cooking method, to remove the guesswork and increase versatility

A Line-Up Without Limits

Flexible enough for even the most discerning lifestyle, the JennAir urban living offerings suite just fits, allowing consumers and designers to curate a cooking space almost anywhere with 24-inch products designed to defy convention and break the limits of traditional installation. Each model is loaded with full-bodied frictionless connectivity, performance and style. Specific offerings include:

- **Steam and Convection Oven:** Requiring only a 120-volt connection, this oven performs beyond the kitchen and anywhere in the home. The steam feature enables the owner to control the steam flow to the exact percentage for desired cooking results
- **Wall Oven:** Steady heat, circulated by whirling metal blades, blankets every rack for irresistible meals, while more than 90 Culinary Assist presets allow for feasts at scale
- **Speed Oven:** Broil, bake, or warm up anything the heart desires at an accelerated pace with more than 150 preset cycles
- **Warming Drawer:** From slow roasting to rising bread, the drawer works in any room, and even outdoors. Two humidity settings provide complete control for the ultimate sensory experience, and a push-to-open door gracefully reveals food when ready to serve
- **Coffee Maker:** Dual broilers serve espresso to satisfy cravings, while built-in shelf space gives cups, beans, and other coffee supplies room to breathe, as the commercial-style grinder offers artisanal performance at the home

Meet the Future of Luxury Dishwashers

The quietest luxury dishwasher brand makes no sacrifices when it comes to power and frictionless connectivity; features include:

- **JennAir Trifecta™ Wash System:** Delivers a brilliant clean at an ultra-low volume with three-stage filtration, pressurized wash arms, and alternating wash action in two wash zones. Every cycle is barely louder than a whisper
- **Fully Connected:** WiFi connectivity maximizes usage capabilities, including remote start² with custom wash styles and the ability to check cycle status remotely via the JennAir app
- **Immersive Theater Lighting:** Gradually increases to full intensity, illuminating the dishwasher tub and minimizing shadows to provide a clear view of the interior
- **Precision Dry® Plus:** Some dishwashers don't finish the job, but Precision Dry® Plus Option dries like a dream, using heat and a fan to provide premium drying performance, particularly with plastic items in the top rack

At the [2018 Architectural Digest Design Show](#) from Mar. 22 – 25, consumers will be drawn to JennAir (Booth 353) to experience RISE firsthand as it breaks free from the conventions of today's luxury design, rising from the ashes anew.

RISE goes to market in late 2018. To learn more about the RISE design expression, visit @JennAir on Instagram and Twitter, Facebook.com/JennAir and JennAir.com.

About JennAir

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Defying physics with the invention of downdraft ventilation, Lou Jenn forged the path to an open concept and changed the kitchen forever. Founded in that progress, JennAir fearlessly carries his torch — hell-bent on burning down the tired conventions of luxury. JennAir crafts distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to individual tastes, shattering norms to deliver the progress that today's luxury consumer deserves. To speak with a concierge at the JennAir Epicenter or learn more about the new offerings from JennAir, please visit JennAir.com or join us on [instagram.com/JennAir](https://www.instagram.com/JennAir), [facebook.com/JennAir](https://www.facebook.com/JennAir), twitter.com/JennAir and [youtube.com/JennAir](https://www.youtube.com/JennAir).

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