



# PRESS RELEASE

## **Jenn–Air® Introduces Spring Iced Coral Color Option for Jenn–Air™ Attrezzi™ Stand Mixers, Blenders**

San Jose, CA – May 10, 2005

Just in time for spring, when consumers want to refresh their kitchens with optimistic, rejuvenating colors, Jenn–Air® introduces exciting new limited edition Iced Coral glass bowls and pitchers for its Jenn–Air™ Attrezzi™ stand mixers and blenders. The Iced Coral etched–glass pattern is from renowned American glass artist Michael Weems and incorporates his signature frosted– and etched–glass design.

Derived from the Italian word for “tools,” the Jenn–Air Attrezzi line includes artfully designed, high–performance stand mixers and blenders that are available in multiple combinations of colors and finishes, allowing cooks to personalize their kitchens with their favorite colors for any season.

According to Color Marketing Group’s 2005 color forecast, consumers desire comfort, stability and security in their chosen hues but also optimistically yearn for bright and fresh colors – including variations of coral and rose.

“The new Iced Coral glass color option for Jenn–Air Attrezzi glass bowls and pitchers is a great way for consumers to incorporate pink accents as part of the new home accents color trend,” notes Kristi Lafrenz, director, marketing and channel for Maytag Diversified Businesses. “We are providing consumers with a chance to purchase a pink glass accent for the kitchen that can be easily switched out with other Jenn–Air Attrezzi glass colors – instead of having to purchase an entire new appliance.”

“When paired with the Jenn–Air Attrezzi Stainless Steel mixer and blender base option, the Iced Coral glass with Michael Weems’ beautifully etched design makes an especially striking countertop statement,” adds Lafrenz.

### **Jenn–Air Attrezzi Line: Too Beautiful to Put Away**

Too beautiful to put away, Jenn–Air Attrezzi stand mixers and blenders feature unique, artistic glass bowls and pitchers that are designed for preparing foods as well as serving them. The bowls and pitchers are available in elegant new Iced Coral, as well as Clear–Etched Pattern, Amber Tortoise, Merlot Red, Cobalt Blue, Aqua Beach or Dolce colors. The glass components are combined with stylish metal bases offered in a choice of Oiled Bronze, Antique Copper, Stainless Steel, Pearlescent White and Pearlescent Black.

Jenn–Air Attrezzi products are available at select, high–end retail locations such as Bloomingdale’s, Marshall Field’s, The Great Indoors, Expo Design, Jenn–Air preferred dealers, Maytag Stores and specialty gourmet shops. Mix and match and order online at [www.JennAirAttrezzi.com](http://www.JennAirAttrezzi.com) or by calling (866) 479–5656. Suggested retail price for the stand mixer is \$349; additional glass bowls are

available for individual purchase for \$59, as are 5-quart stainless steel mixing bowls. The Jenn-Air Attrezzi blender's suggested retail price is \$199, with additional glass pitchers also available for purchase for \$59.

### **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](http://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.

### **About Michael Weems**

Michael Weems, renowned American glass artist, designs elegant etched glassware and crystal for the tabletop and throughout the home. Each piece is hand-etched with unique pattern designs in brilliant colors in Michael's Baltimore Studio; all are exclusive to Michael's creations and are all signed and dated by the artist. Today, his exciting collection of hand-etched crystal is considered the latest and most innovative expression in tableware. With a desire to incorporate the aesthetically pleasing with useable objects, Michael creates stunning original works of art ultimately offering a versatile collection to compliment any environment. For more information about Michael Weems and his designs, please visit [www.michaelweems.com](http://www.michaelweems.com) or contact Marcy Engelman at [marcy@engelmanandco.com](mailto:marcy@engelmanandco.com).

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