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FOR IMMEDIATE RELEASE

Zephyr Launches Siena Pro Island Kitchen Ventilation Hood
Power, Performance And Style At An Affordable Price

SAN FRANCISCO—Zephyr, the leader in ventilation hood design, innovation and technology, today announced the launch of the Siena Pro Island; a professional-style hood that gives homeowners power, performance and style at a competitive price.

The Siena Pro Island features baffle filters and 42- and 48-inch widths; the ideal hood for culinary professionals or aspiring home chefs. And with a price point that rivals the competition, the Siena Pro Island doesn't lack performance with a 1,200 CFM blower to remove grease and residue from serious professional-style cooking.

Additional features include Zephyr's new ICON Touch™ Controls that seamlessly integrate into the hood's stainless steel canopy and contribute to its sleek aesthetic. With ICON Touch™, users can control the 5-speeds, delay-off function, auto reminders and halogen lighting. The Siena Pro Island also features a five-minute auto delay off option that lets the user set the hood to vent for five minutes after the cooking is complete and will power the hood off automatically. While most professional-style hoods lack design, the Siena Pro Island combines power and aesthetic and a sleek stainless steel body that makes a bold statement over the kitchen island. MSRP: \$2,299.

The Siena Pro Island includes Zephyr's Quick-Lock Installation System; an innovative, hassle-free method for installing island range hoods. A quick-lock motion lets the user assemble the frame, lift the hood and lock it into place to assemble the 4-piece duct covers. This easy three-step process ensures the island hood is securely installed without additional build-out required. The majority of island range hood installations require at least three people, Zephyr's Quick-Lock Installation can be completed by one or two people.

"Consumers are gravitating toward professional-style kitchens that imitate those of their favorite celebrity chefs," says Luke Siow, Zephyr President. "Our Siena Pro Island is feature-rich and packed with power for serious home chefs and a price point rivals the competition."

About Zephyr

Since 1997, San Francisco-based Zephyr has continued to bring design, innovation and technology to the forefront of the kitchen ventilation hood industry. The company has challenged the perception of what ventilation means in kitchen design and created a new awareness of the importance of a high performing ventilation system. With acclaimed talent such as artistic visionary, Fu-Tung Cheng, and industrial designer, Robert Brunner, Zephyr is able to create cutting-edge residential range hoods unlike any other

company. In addition, Zephyr has pioneered ventilation hood technology with the industry's first DCBL Suppression System™; an exclusive innovation that delivers the most silent, energy efficient and performance-driven range hoods available today. As a direct result of its commitment to elevating range hood design and technology, Zephyr is the recipient of several prestigious awards including Consumer Report Buy Rating, Consumer Digest Best Buy Rating, Spark Product Design, Chicago Athenaeum Good Design, ADEX (Awards for Design Excellence), Appliance Design 'Excellence In Design' and the Architectural Products 'Product Innovation Award.' To learn more, visit www.zephyronline.com.