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Zephyr Unveils Siena Pro Chimney Hood; The Power Needed For Professional-Style Kitchens At An Affordable Price

Home Chefs Can Now Have Sleek Design And A Feature-Rich Kitchen Hood At Competitive Price

SAN FRANCISCO—Zephyr, the leader in ventilation hood design, innovation and technology, today announced the launch of its most powerful chimney hood in the Essentials Collection: Siena Pro. The Siena Pro is a professional-style hood that offers the power, performance and aesthetic of a commercial-style hood for a fraction of the cost.

With the rising popularity of reality cooking shows, food blogs and celebrity chefs, consumers continue to gravitate toward “prosumer” appliances that mirror restaurant-style kitchens. However, the drawback to this style of appliances are the high price tags, which can cost consumers thousands of dollars for a matching range and ventilation hood. With Zephyr’s new Siena Pro hood, aspiring home chefs can have the professional-style design with feature-rich technology, a powerful blower and an affordable price tag (\$1,299 MSRP).

From slow simmering to high-heat searing, the Siena Pro quietly absorbs steam, smoke and leftover cooking odors with its 1,200 CFM blower; which is the necessary requirement for serious professional-style cooking. The Siena Pro features Zephyr’s new Icon Touch™ controls with 5-speed levels and a Clean Filter Indicator light that illuminates when it is time to clean the baffle filters. A five-minute auto delay off feature lets the user set the hood to vent for five minutes after the cooking is complete and will power off automatically.

In addition to its powerful performance, the Siena Pro is a centerpiece in the kitchen with its sleek stainless steel canopy and dual-level halogen lighting for illuminating the cooktop at night. The dishwasher-safe industrial baffle filters contribute to the hoods’ professional aesthetic and its sharp architectural edges elevate the hood to a focal point over the pro-style range.

“At Zephyr, we’re committed to bringing smart technology and design into the homes of kitchens spanning styles from modern to traditional and everything in between,” says Luke Siow, Zephyr president. “With the growing trend of professional-style kitchens, we wanted to develop a product that would meet the needs of culinary enthusiasts and provide enough ventilation power to handle the most serious home cooking, without breaking the bank. Our new Siena Pro fills this gap and gives prosumers a look that suits their style and a price that suits the budget.”

The Siena Pro is available in 48-inch, 1,200 CFM and retails for \$1,299; the Siena is available in 30- and 36-inches, 650 CFM and retails for \$849. Available November 2013.

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, 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.