

FOR RELEASE

VISIT ZEPHYR AT K/BIS
Booth #N8551

MEDIA CONTACT:
Dabney Oliver, 415/489-7332
oliverd@loomisgroup.com

ZEPHYR CONTACT:
Arcadio Lainez, 415/282-1211
arcadio@zephyronline.com

ZEPHYR LAUNCHES ARC COLLECTION OF ULTRA-SLEEK, POWERFUL RANGE HOODS

*Noted Designer Robert Brunner Combines Dramatic, High-Tech Styling
with Customization Options and a New Indoor Air Quality Feature*

CHICAGO — April 11, 2008 — Zephyr, a leading designer and manufacturer of design-centric, high-end kitchen ventilation hoods, today launched its visionary new Arc Collection by Zephyr, a line of high-performance, elegantly minimalist range hoods that deliver the latest in compact power. Featuring contemporary design by renowned industrial designer Robert Brunner, the Arc Collection by Zephyr gives homeowners and designers new customization options for making the kitchen a truly individual statement.

To make the kitchen a cleaner environment, all 10 range hoods in the new Arc Collection will include Zephyr's new "Clean Air" feature, designed to help eliminate stale air and odors. When the feature is enabled by the customer, the hood will turn itself to the first speed every four hours for 10 minutes (up to six times a day). In a 12 x 12 x 8 foot kitchen, the air could potentially be completely re-circulated more than 10 times with the feature enabled. On its first speed, this feature will move 12,000 cubic feet of air in the kitchen daily.

The Arc Collection by Zephyr features several designs by world-renowned industrial designer Robert Brunner, who has most recently had an impact on the industry with his designs for Pentagram Partners, Fuego and Ammunition Design. Brunner was also a lead designer for Apple more than seven years. Some of the hoods featured in the new collection include:

- **Horizon** — The ultimate in clean, minimalist design, Horizon is a low-profile, wall-mounted hood extending only 10 inches from the wall. Its compact but powerful motor delivers 600 or 1,000 CFMs.

The Horizon gives homeowners and kitchen professionals a "blank canvas" of black, white or red glass, which can be etched to create a unique, truly personal design that integrates seamlessly into any kitchen and lifestyle.

- Plane — Another of Brunner’s creations, Plane is a geometrically strong form that creates an angular sculpture, dramatically growing from the wall. Its use of hidden halogen lighting is unique in the industry.
- Layers — This hood’s floating design highlights its use of glass by presenting a very thin profile within the kitchen. Available in both wall and island versions, Layers presents a beautiful, artistic rendition of the modern kitchen range hood.

“The Arc Collection by Zephyr—and Robert Brunner’s truly forward-looking designs—point to where kitchen and appliance design is going,” said Arcadio Lainez, director of marketing for Zephyr. “It combines a high-tech sensibility and the latest ventilation technology with the tools to customize hoods with different colors, textures and patterns. This is exactly what more and more homeowners are looking for—something that is both highly efficient and powerful—a personal statement for their homes.”

“I believe that simple things can be the most beautiful, intriguing and functional. My designs for the Arc Collection by Zephyr are all about organizing simple geometry in exciting ways,” said Brunner. “My goal is to combine sophisticated, high-tech aesthetics with user-friendliness—plus use new ventilation technologies to create more wall-hugging forms.”

For more information about Zephyr’s Arc Collection, kitchen professionals and homeowners should contact their local Zephyr dealer or distributor. Information is also available directly from Zephyr at (888) 880-VENT (8368) or via the Zephyr Web site at www.zephyronline.com.

About Zephyr

San Francisco-based Zephyr designs, manufactures and markets a wide array of design-forward, high-quality kitchen ventilation hoods for numerous residential settings. Teaming with today’s leading designers, Zephyr’s product lines include the Arc Collection, with models by noted industrial designer Robert Brunner; the Cheng Collection by Zephyr, created by renowned designer Fu-Tung Cheng; the sleek, affordable Europa Collection of Italian-made hoods; and the high-performance, space-conscious Power Series.

For more information on Zephyr and its outstanding lines of ventilation hoods, visit our Website at www.zephyronline.com.

#