

## FOR IMMEDIATE RELEASE

### **OPEN UP A NEW DOOR TO KITCHEN REFRIGERATION INNOVATION**

*Amana brand continues focus on design and style at affordable price with introduction of two new refrigerator models*

**BENTON HARBOR, Mich. (July 15, 2009)**—Amana brand, a leader in kitchen appliances, is paving the way in affordable kitchen design innovations with the availability of its beverage-dispensing Quick Tap™ entertainment refrigerator, and new refrigerator color reminiscent of a starry night, Midnight Blue. These refrigeration products emulate the shared vision of Amana brand, and Amana brand ambassador/celebrity interior designer, Thom Filicia; that unique design and smart style can be found at an affordable price.

Filicia believes the kitchen is the new living room, with a growing interest from consumers in adding more personality to the space and using it as the hub to entertain family and friends. With the Quick Tap and Midnight Blue refrigerators, consumers can take the concept of color and convenience to the next level when considering a kitchen make-over, and change their kitchen dramatically with one affordable upgrade. These new refrigerators reinforce the notion that a significant difference in the kitchen no longer means ripping apart the entire kitchen.

The Quick Tap entertainment refrigerator boasts a beverage reservoir that conveniently holds and dispenses up to 3 liters of cold beverages, such as mixed drinks, fruit punch or margaritas. Easily removable for cleaning and refilling, the reservoir is connected through the refrigerator door to a self-service dispenser, providing guests with easy access to their favorite party drinks. In addition, the dispenser is equipped with a child lockout feature. The refrigerator also comes with a five-bottle wine rack and has 17.6 cubic feet of storage space so hosts can easily store their party platters without worrying.

“With the kitchen becoming the hub for entertaining, Amana brand understands refrigeration design needs to be taken up a notch,” said Carlos Johnson, Amana brand manager. “Whether incorporating favorite interior design elements in the kitchen with Midnight Blue or looking for a solution to entertaining with the Quick Tap entertainment refrigerator, consumers can make a big change that fits their personality and their lifestyle without making a big dent in their bank accounts.”

As guests are spending more time in the kitchen, consumers are looking for ways to decorate the kitchen to convey their individual style without emptying their wallet. Inspired by Filicia, Amana created 10 different refrigerator designs incorporating colors, textures and patterns, to address a variety of design personalities. Midnight Blue will be the first of these refrigerators available for retail.

“The kitchen, and the appliances that often dominate it, are starting to be treated more like fashion than function,” Filicia said. “Appliances no longer need to match, just like shoes and a belt, or a woman’s handbag, no longer need to follow this rule. What I recommend people focus

on is matching their personality to their kitchen design and finding appliances that reflect their personality as well. Think outside of the box – the white box that is.”

The Quick Tap entertainment refrigerator, initially offered in red and silver, will be available for a manufacturers suggested retail price (MSRP) of \$799. The Midnight Blue refrigerator will also be available for a MSRP of \$799.

Visit <http://www.amanastylefile.com/> for additional interior design tips and <http://www.amanacolors.com> to find out what your style says about you. For design tips, follow Amana on Twitter at <http://twitter.com/amanastyle> or become a fan on Facebook.

### **About Amana**

Established in 1934, Amana has a history of designing innovative cooking, dish, laundry and refrigeration household appliances. With its introduction of the original countertop microwave in 1967, Amana was put on the map as a brand dedicated to bringing convenience to consumers’ lives. Amana brand is part of the Whirlpool Corporation, the world’s leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 70,000 employees, and 68 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit [www.amana.com](http://www.amana.com).

###