

## News Release

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### **Hunter Fan Company® Unveils Modern New Look for 122-Year-Old Brand**

**Memphis, Tenn. (May 27, 2008)** – Hunter Fan announced today sweeping changes to its brand; a brand consumers have trusted since 1886. These changes account for the biggest brand overhaul in the company's history and reflect Hunter's commitment to delivering smart and innovative products for the home. The Web site, packaging and in-store marketing materials are all being affected by modifications to color, logo, Web site and messaging.

"Our technological innovation has been going at record pace but our brand identity wasn't keeping up," says Hunter Fan Vice President of Branding Jim Gallman. "The time was ripe for freshening things up."

With a strong background in branding, Gallman joined Hunter in the fall of 2007. Under him, the same energy put to research and development is now being applied to the brand. Gallman and his team used findings from a comprehensive brand analysis earlier in the year to direct the bold changes.

"We found that customers see Hunter as the leader in the marketplace but had trouble distinguishing it from competitors in the flooded retail and online shopping environments," says Gallman.

Perhaps the most noticeable change to consumers will be a switch from the darker hunter green to a brighter high-energy green. The logo itself is also getting a larger and more stylized font treatment that will be more readily distinguishable to consumers. Packaging will reflect these color and logo changes. Ceiling fan product packaging specifically will be complimented with energy-savings messages.

With the knowledge that consumers are going online more than ever to help make their purchasing decisions, Hunter made overhauling the Web site a top priority. Gallman notes the newly-launched Web site is only the first phase of the company's web redesign and that he will continue to oversee changes in the next few months.

"Consumers looking online for products also want to be educated so we wanted our Web site to not only give consumers product-specific information, but serve as a resource for the category at-large," says Gallman.

Hunter's Web site will highlight the newest products, technologies and company initiatives. Visitors will be able to partake in interactive elements including games, the ability to send information to friends, and find out where to buy Hunter products.

Hunter's new Web site launches today and packaging changes will be rolled-out nationally this summer.

*Founded in 1886 and headquartered in Memphis, Tenn., Hunter Fan Co. is the world's original ceiling fan manufacturer. Today, the company also manufactures high-performance air purifiers, low-maintenance humidifiers, portable fans and energy-saving thermostats. Hunter fans and other product lines are available in retail showrooms, home centers, and discount stores nationwide. For more information, contact 1-888-918-4326 or visit [www.hunterfan.com](http://www.hunterfan.com).*

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