



## News Release

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### FOR IMMEDIATE RELEASE

#### **Hunter Makes it Okay for Your Bath Fan to be Noticed by Transforming a Once-Plain Product into a Beautiful Collection**

*Four new models make 2008 series more stylish than ever*

**Memphis, Tenn. (April 11, 2008)** – While choices in style and performance abound in today's bathroom remodeling sector, consumers have had little to be picky about when it comes to bath fans. Now, that's all changing thanks to Hunter Fan, the company known for adding style and innovation to the home. Once a product whose claim to fame was blending in, new attention to detail and design are making the bath fan a fixture that consumers will want to stand out. Hunter used its legendary experience in high performance and quiet air movement to develop a full line of upscale bath fans. The fans feature on-trend metal finishes, glass treatments and styles combining beautiful light fixtures with high performance ventilation fans.

"People are often surprised when they see our product on display that they are, in fact, bath fans rather than decorative light fixtures," says Jim Barrett, Hunter Fan senior vice president of marketing and new product development. "They are delighted that they can have the best of both worlds, a stylized light with a high performance fan."

Bath ventilation is becoming increasingly important as homeowners grow more concerned about mold, mildew and general indoor air quality. Providing a stylized high performance alternative to the plastic models gives builders and remodelers a great chance to upgrade the homeowner. And with the National Kitchen and Bath Association (NKBA) estimating bath remodel projects to be between 10.4 and 11.1 million jobs in 2008 - and spending to reach as much as 68 billion dollars - there's a tremendous potential market for these unique, innovative products.

"Even with the faltering housing market, the remodeling industry is expected to stay strong," says Barrett. "Homeowners look to kitchen and bath remodeling as an affordable and easy solution to upgrade their home and increase its value."

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But the remodeling industry isn't the only sector that Hunter bath fans will appeal to; according to the NKBA, there were 1.3 million master baths, 2.3 million other full baths and 581,000 powder rooms in new construction last year.

All Hunter bath fans are certified by the Home Ventilation Institute (HVI) for both air movement cubic feet per minute (CFM) and sound level (sones). Among the many models in Hunter's expanding product range are:

**Victorian (81021)** – The clean, fresh look of this model is achieved with traditional chrome and porcelain design over cased white glass. It is UL® listed for use over shower/tub and provides 90 CFM with 2.5 sones. The suggested retail price is \$119.00.

**Halcyon (81030)** – For a contemporary look, this model features a cast chrome design over swirled marble glass. It is UL® listed for use over shower/tub and provides 90 CFM with 2.5 sones. The suggested retail price is \$119.00.

**La Strada (82022)** – This elegant model achieves a classic European look with a hand-painted finish with amber glass and gold accents. It is UL® listed for use over shower/tub and provides 80 CFM with 2.0 sones. The suggested retail price is \$109.00.

**Saturn (90053)** – Three beautiful metal finishes are available in this stylish model – Brushed Nickel, Imperial Bronze and Satin White. It features patented EasyLock™ glass for easy cleaning. It is UL® listed for use over shower/tub and provides 80 CFM with 2.5 sones. The suggested retail price is \$99.00.

All of the models listed above are currently available.

*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, vaporizers, 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 about Hunter bath fans or other Hunter products, contact 1-888-918-4326 or visit [www.hunterfan.com](http://www.hunterfan.com).*

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