



## Feature Release

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### FOR IMMEDIATE RELEASE

**Hunter Gives Outdoor Comfort Control a Fresh Look from an Established Lineage**  
*New Hunter Exteriors line turns comfort inside-out with elegant designs and rugged durability*

MEMPHIS, TENN. (September 17, 2007) – As more people move from the comforts of their living rooms to the coziness of their backyards, it would seem only natural that the Hunter Fan Company, which has well over a century of experience making life more comfortable indoors, moves with them. Debuting at the International Casual Furniture & Accessories Market, Hunter Exteriors features an intriguing 2008 lineup of comfort control products for the backyard and patio.

Amid the explosion in popularity of the outdoor living trend, fine outdoor living is not just an adage or a simple theory — it's a new tradition that Hunter Exteriors carries throughout its extensive product offerings. Hunter Exteriors focused on solving a single problem: the consumers' lack of environmental control outside. With that in mind, the new line includes a beautifully designed array of outdoor-worthy ceiling, patio and portable fans for cooling breezes, all-weather lighting solutions that are as beautiful during the day as they are at night, soothing and aesthetic fountains and a motorized umbrella that protects patio lovers from the scorching mid-summer sun.

With undertones of elegance and overtures of comfort control, every piece within the Hunter Exteriors lineup also incorporates the company's heritage of performance, durability and an appreciation for timeless design.

"Consumers are accustomed to a standard of style and performance of products for the indoors and are putting pressure on manufacturers to design highly durable products that can withstand the elements outdoors," said David Hawkins, director of marketing for Outdoor Products at Hunter. "Through Hunter Exteriors, we designed our products to carry the beauty normally reserved for indoors and matched it with the durability needed to endure outdoor elements."

Considering the outdoor room does not always have an enclosure or ceiling, Hunter Exteriors developed UL® Wet-Listed fans to provide a cooling breeze no matter where the outdoor living space exists. The motors are more powerful than most indoor fans, so they can move a large volume of air. Hunter Exteriors Ceiling Fans use weatherproof blades that won't sag or warp, steep blade pitches that create powerful airflow and feature all-aluminum and stainless steel construction for strength and durability.

- more -

## Hunter introduces new line of outdoor furniture

Page 2 of 3

For hot summer days when the wind is not blowing, even a gentle cross-breeze can repel bugs. And, should a light breeze evoke tropical memories, Hunter Exteriors created patio fans in two styles, each with their own elegant design. The Regalia Outdoor Patio Fan stands tall to generate a cooling downward airflow for the patio space while the second model, Bistro Breeze, is a complete ensemble that includes a patio fan, hand-laid mosaic tile table and two cast iron bar-height chairs. Athens and Bora, two new portable fans, combine popular patio design trends with three-speed tilting and oscillating functionality to create cross-winds from their 17-inch blades. They both generate enough airflow to keep pesky bugs at bay.

Appropriate lighting options have long gone missing from the outdoor room. With the stable of options limited, Hunter Exteriors took inspiration from the indoor living room and made lighting fit for the patio. Each fabric-laden lamp comes adorned with heralded Sunbrella Fabric Shades. From floor lamps to table lamps, each lighting solution is designed and modeled after indoor elegance with all-weather construction. The Fiorentina collection runs the gamut to include a chandelier and sconce light. Similarly, the full Tortola line uses popular carved, woven rattan shades to pull the patio room into harmonious lighting style.

Nothing creates ambience like natural firelight. Recognizing this simple fact, Hunter developed two styles of gas lamps. A soft flickering flame releases a muted source of indirect light that creates an enigmatic environment. These gas lamps cleverly hide the single standard propane tank in the pedestal as a sturdy base. Also, perfect for the patio to create lighted edges, Hunter Exteriors debuts the Laguna light post. This lighting option is available as a single-light or double-light portable post, both reminiscent of Old World street lanterns.

The perfect outdoor experience is not without the soothing sounds of water. Hunter Exteriors found a comfort calling by answering what the sensory experience is all about. Fit for the garden, too, the Compagna model comes with a gravel finish that fits almost any floral plot. Each of Hunter Exteriors' fountains are equipped with 10-watt bulbs to subtly light the water reservoirs and are available in a wide variety of styles to provide an element of relaxation.

To address the strength of the sun at high noon, Hunter developed a motorized umbrella that raises and lowers with just the touch of a button. Gone are the days of awkwardly reaching over the table and fighting with the umbrella. The remote control-operated Sunbrella canopy stretches 9 feet in diameter to cover almost any dining table designed for umbrella use. The umbrella will go through 70 up and down cycles before the battery pack needs to be recharged. In addition, the motor is integrated into the pole to form a clean profile and design.

- more -

## Hunter introduces new line of outdoor furniture

Page 3 of 3

“Consumers have had high quality outdoor furniture and grills for some time. Now, we are excited to finally offer them high quality accessories needed to maximize the enjoyment of their outdoor space,” said Hawkins.

Hunter Exteriors is a product line of Hunter Fan Company. The new line of outdoor products will be available in spring 2008.

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 the Exteriors product line or other Hunter products in general, call 1-888-918-4326 or visit [www.hunterfan.com](http://www.hunterfan.com).

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