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## **Stepping Out in Style: Amana Brand Concept Refrigerators Provide Glimpse Into the Future at International Builders' Show**

*Industry Icon Amana Brand Showcases the Future of Affordable Design Innovation*

INTERNATIONAL BUILDERS' SHOW, LAS VEGAS (Jan. 20, 2009) – The refrigerator is no longer confined to the kitchen, and it's stepping out in style. Amana brand has conceptualized several new refrigerators designed to deliver affordable design to any room in the home including the media room, family room or sun porch. At the International Builders' Show, Amana brand will present ten concept refrigerators that combine inspired design with affordability.

“Amana brand's ‘Affordable Design’ philosophy addresses the previously unmet needs of a growing number of consumers who want great design without the expensive price tag,” said Eric Johnson, director of the Amana brand. “Our new concept refrigerators demonstrate the level of innovation that is possible in refrigerators, and our belief that great design is within everyone's reach.”

### **Taking refrigerator design to the next level**

With a strong heritage in refrigeration and a pioneering legacy of offering industry “firsts” including the first side-by-side and bottom-freezer refrigerator configurations, Amana brand is a trusted leader in refrigeration. Now, through these concept products, Amana brand takes refrigerator design to the next level by incorporating not only color, but also texture and pattern:

- *Mojo*: Boasting fun colors, this design is reflective of a weekend retreat or lake cottage
- *Mohave*: Developed with a beach house or sun room in mind
- *Inked*: Inspired by body art, this concept would work well in a media room or “man cave”
- *Green Tea*: Relaxing and calming, this design could be used in a kitchen or as a second refrigerator in another room where guests gather
- *Corduroy*: Inspired by classic fashion and fabrics; perfect for an “All-American” family room
- *Illusion* and *Orbit*: Featuring an athletic feel, either of these two concepts would be ideal for a media or game room

- *Brocade*: This intricate design brings out a rich blend of color and pattern reflective of home furnishings and wall coverings,

Amana also takes bold steps with solid colors, offering additional refrigerator concepts including a high-tech metallic pink, and smooth, twilight blue finishes.

All of the refrigerator design concepts will be on display in the Amana booth #C5843. For more information on the Amana brand design concept refrigerators, please go to [www.amana.com/color](http://www.amana.com/color) and vote for your favorite design.

### **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, more than 73,000 employees, and 69 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit [www.amana.com](http://www.amana.com).

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