



Product Preview

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Editor Note - As of the production of this press release, this product collection and specific models within it have not been officially named. Please check with media contact for up-to-date product information as names will soon be released.

New, Bold Collection of Hunter® Bath Fan Chandeliers Breaks Away from “the Ordinary” to Offer Ventilation and Light in Unexpected Ways
Chandelier-like bath fans and matching vanity lights provide extraordinary style

Memphis, Tenn. (April 11, 2008) – Recently, Hunter Fan has challenged the widely held belief that bath fans can’t be beautiful with its expanding line of high-performance and beautifully styled fans. But even as an industry-leading manufacturer of bath fans, Hunter didn’t stop exploring innovative solutions to the old conundrum of function versus style. After years in development, Hunter is ready to launch its latest innovation in bath fans- and it’s hidden in an upscale light fixture.

“The concept uses a decorative architectural medallion to cover the motor/blower assembly which is inside the ceiling structure,” says Jim Barrett, Hunter Fan senior vice president of marketing and new product development. “This concept allows us to deviate from the typical “bowl” style fixture and introduce something really unique to the category.”

The patent pending concept employs a slotted, stylized ceiling medallion to cover the fan and allows three to four suspended lights to hang below the medallion – adding dramatic style to a bathroom necessity.

“The style and functionality of this product is vastly ahead of any bath fan on the market,” says Barrett. “This design introduces a beautiful, chandelier-like affect in the bathroom and the matching vanity lights really compliment the room.” The matching vanity lights will come in two and three light configurations depending on the room size.

Barrett expects this product will fill a big niche in the market, offering what other bath fans can’t – high performance and highly-crafted design. According to the National Kitchen and Bath Association, spending on bathroom remodels will reach as high as 68 billion dollars in 2008. Barrett also notes the fact that consumers are becoming more educated on the benefits of proper ventilation and improved home air quality, something that all Hunter bath fans provide.

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The product comes in two sizes to meet the needs of the room size. For small master baths and powder rooms, a 70 CFM (cubic square feet of air movement) model (Retail \$169.00-\$179.00) will suffice, but larger baths will call for the 110 CFM model (Retail \$189.00-\$199.00).

The product will be available in the fall through electrical and plumbing showrooms.

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 bath fans or other Hunter products, contact 1-888-918-4326 or visit www.hunterfan.com.

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