



News Release

For more information:
Christina Nelson
Phone: 414.347.9966
christina@caffeinecomm.com

FOR IMMEDIATE RELEASE

Hunter® Adds Air of Luxury to Outdoor Rooms and Gazebos

New Hunter Exteriors™ line of ceiling fans makes comfort control center of attention

MEMPHIS, Tenn. (September 17, 2007) — When the words “outdoor” and “ceiling fans” are used together, most people think of classic films featuring a beautiful desert oasis or beachside retreat. In an effort to bring that sentiment to life, Hunter Fan Company is launching a complete line of outdoor ceiling fans designed specifically to complete outdoor living spaces across America.

For over 120 years, Hunter has been a trusted name in ceiling fans and accessories. Now Hunter brings that expertise to a line of ceiling fans designed for outdoor enjoyment. Functional and stylish, Hunter Exteriors ceiling fans are a revolutionary addition to the world of outdoor living.

“While it is only in its infancy, we see a huge potential for outdoor ceiling fans in the marketplace,” said David Hawkins, director of marketing for Outdoor Products at Hunter. “Right now, consumers do not typically think about ceiling fans in the outdoors, but we believe that once they understand how beneficial an outdoor-rated ceiling fan can be to their experience, it will become a necessity.”

When it comes to outdoor rooms, consumers want more choices and they demand that products perform well in those environments. With this in mind, Hunter engineered its ceiling fans for superior performance and endurance in the outdoors.

All Hunter Exteriors ceiling fans are UL® Wet Listed for outdoor use, with the exception of one model, making this line one of the few designed specifically to withstand outdoor elements. Wet-listed fans can operate outdoors while exposed to all the elements — even rain.

To ensure these products would perform and maintain their beauty under heat, humidity, cold and rain, Hunter engineers specially sealed the hardware, blades and all electrical components to prevent cracking, warping and corrosion. Special additives in the paint and other components of the blades were included to make them fade-resistant to UV rays and otherwise damaging weather.

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Hunter introduces new line of ceiling fans

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With outdoor rooms becoming bigger, Hunter made specific changes to design of the fans. The company added higher horsepower motors and steep blade pitches to increase air movement, creating a more comfortable experience.

The line is highlighted by a collection of fans featuring teak weatherproof blades. In addition to its stylish qualities, teak ensures stability in a multitude of climates, withstanding humidity and moisture. Teak also contains natural oils that ensure the strength of the wood is not compromised.

For those who prefer the classics, the new ceiling fan lineup features the Outdoor Original®. Created in 1903, this fan is in a class by itself and has been placed in resorts and homes around the world. The Outdoor Original is UL® Damp Listed for use in covered areas and features indestructible cast-iron housing, a unique oil-bath lubrication system, interchangeable blade styles, stainless steel hardware and Hunter's Lifetime Limited Warranty.

Metal finishes and hardware on the new line appeal to the newest trends in design. Hunter's design team chose to hand-finish accent colors and detailing to offer a more customized appearance. Hardware options include fashionable colors such as new bronze, textured black, white and midnight brass.

"Consumers are investing more and more in outdoor furniture and kitchens," said Hawkins. "Ceiling fans are an important way for them to bring more of the comforts of the indoors outside. Now, with our new line of fans built beautiful yet durable, we allow consumers to do that."

Hunter Exteriors is a product line of Hunter Fan Company. The new line of outdoor ceiling fans 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.

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