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Vent-A-Hood Launches New National Consumer Print Advertising Campaign

RICHARDSON, Texas – Vent-A-Hood, the company that created the modern residential range hood, is launching a new national consumer print advertising campaign, which will be seen first in the August issues of *House & Garden* and *House Beautiful* magazines.

The color ads will consist of two-page spreads featuring an artistic interpretation of a Vent-A-Hood range hood suctioning clouds from a vast blue sky.

“It’s a bold visual statement,” said Blake Woodall, director of sales for Vent-A-Hood. “We wanted a brand new look to reach our target market, and this ad speaks loudly to discriminating customers who search for power and function in a luxury range hood.”

The visual message is intended to communicate the power of the patented Magic Lung®, the signature blower found in every Vent-A-Hood product.

The ads also will appear in issues of *Traditional Home*, *Architectural Digest*, *Elle Décor*, and *Southern Accents* throughout 2004.

Douglas Joseph Partners, a marketing communications firm based in Los Angeles, designed the new creative.

About Vent-A-Hood:

Founded in 1933, Vent-A-Hood, based in Richardson, Texas, is the oldest manufacturer of residential range hoods in America. Each product manufactured by Vent-A-Hood is individually engineered for performance in addition to style. Vent-A-Hood products are sold in all 50 states as well as Canada. For more information, please visit www.ventahood.com.

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