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Vent-A-Hood® to Introduce “Aromatherapy” Consumer Ad Campaign for 2005

RICHARDSON, Texas – Striking. Artistic. Vibrant. Beautiful. Those are just some of the words being used to describe the new creative advertising campaign that is about to debut to consumers from Vent-A-Hood®, the company that created the modern residential range hood.

The campaign, entitled “Aromatherapy,” will showcase dramatic imagery from professional photographer Geoff Kern on a two-page, full-color spread that conveys the Vent-A-Hood range hood as a fine piece of engineering that gracefully transforms a kitchen’s aromatic experience. The ad features a Vent-A-Hood range hood sharing the stage with a model in a leafy plum-colored costume for a compelling fragrant message.

“Visually, the ad is an image statement about Vent-A-Hood’s superior technology,” said Blake Woodall, director of sales for Vent-A-Hood.

Created by Los Angeles-based Douglas Joseph Partners, the ad is stylishly designed to capture readers’ interest. The copy follows the aromatherapy theme with text that describes Vent-A-Hood’s manufacturing expertise alongside the tagline: “Vent-A-Hood. Aromatherapy for your kitchen.”

The ad will appear in Southern Accents, House and Garden, House Beautiful, Architectural Digest, Traditional Home, Elle Décor, and Town & Country in 2005.

“We are appealing to a very discriminating customer who desires the best for a kitchen,” Woodall said. “This ad will speak to consumer demands for style, performance and quality.”

About Vent-A-Hood:

Founded in 1933, Vent-A-Hood, based in Richardson, Texas, is the oldest manufacturer of

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Vent-A-Hood Aromatherapy ad – page 2 of 2

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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