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FOR IMMEDIATE RELEASE

ZEPHYR UNVEILS ANOTHER FIRST**Zephyr Opens Its First Showroom In The Heart Of San Francisco's Prestigious Design District**

SAN FRANCISCO, Calif., March 10, 2006—ZEPHYR VENTILATION is proud to announce the opening of its first showroom. Consumers, architects and designers alike are finally able to experience first-hand the daring designs from ZEPHYR in a stunning setting created by designers Fu-Tung Cheng (designer of the *Cheng Design by Zephyr* line) and renowned Italian designer, Riccardo Diotallevi. The vast new venue opened to the public earlier this week and also serves to double as a meeting-place and training-center.

The ZEPHYR Showroom is situated in the heart of San Francisco's prestigious Design District. With over 6,000 square feet of display space, the showroom is home to an impressive 48 hoods, featuring *complete* ZEPHYR product lines. Included are ZEPHYR's two designer hood lines: the *Elica Collection*, designed by David Lewis (of Bang & Olufsen fame) and *Cheng Design by Zephyr*, the world's first signature hood line. The ZEPHYR hoods are showcased amid other top-name kitchen products, including Gaggenau ovens, Viking cooktops and refrigeration, Perlick beverage centers and Cheng Design concrete countertops, as well as a collection of striking Italian-designed furniture and accessories.



Beautiful versions of the customizable *Padova* hood hang in the Cheng Design by Zephyr area.



The Elica Collection area in the Zephyr Showroom features a stunning modern and European design.

“This is the natural next step for our company,” enthuses ZEPHYR VENTILATION vice president of marketing, Alex Siow. “Just as we have redefined the ventilation hood as the focal point of kitchen design, we’ve redefined the way kitchen products are displayed. It’s always been our nature to push the boundaries, and to tap into consumers’ creative spirit.”

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The largest all-ventilation hood showroom and training center in North America, the ZEPHYR Showroom can accommodate up to 300 people and will be used to promote various organized events including, new product launches, media and designer events and Distributor and Dealer trainings. The ZEPHYR Showroom is open to the public Tuesday – Saturday 10 a.m. – 6 p.m.



The *Om* hoods hang in the Elica Collection area.

The ZEPHYR Showroom is located at 2277 Alameda Street in San Francisco, and can be reached at (415) 552-8033. For complete information about the all-new showroom, or any of the products it displays, contact ZEPHYR VENTILATION at (888) 880-VENT (8368), or visit www.zephyronline.com.

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