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## **Viking to Showcase New Products at Architectural Digest Home Design Show**

**(Greenwood, MS (February 2, 2015)**—Viking Range, LLC, the leader in residential kitchen technology, will showcase more than 50 new products launched throughout 2014 at the Architectural Digest Home Design Show on March 19th – 22nd at Piers 92 and 94 in New York City.

"At the Architectural Digest Show everyone visiting Viking will be amazed at the advanced technologies and new products," said Selim A. Bassoul, Chairman and CEO of The Middleby Corporation, parent company of Viking Range. "We are bringing the commercial kitchen to the residential customer with new designs and features previously only available in the commercial kitchen. Many of these features are available exclusively in Viking appliances."

A few of the new Viking product lines on display at the show include: Viking Professional 7 Series Ranges - The most innovative ranges in Viking history, the 7 Series ranges join the Viking 3 Series and 5 Series ranges as an ultra-premium extension of the renowned Viking brand, offering a new level of design and cooking performance.

Viking 7 Series ranges feature 23,000 BTU Elevation™ Burners with brass flame ports, adapted from the Viking Commercial product line and are combined with a fully-featured convection oven to create a restaurant-caliber range unlike any other in the residential market.

Viking Professional Cooktops – Sleek and innovative designs of the new line of Viking gas, electric and induction cooktops coordinate perfectly with the current Viking Professional line of products. The new induction cooktops boast 9" induction elements, each providing up to 3,700 watts of power and the highest combined element rating in the industry. Also, EXCLUSIVE CoolLit™ LED Lights in signature Viking blue illuminate cooking zones while in use.

Viking Professional French Door Electric Oven - The Viking Professional French-Door Double Oven introduces total convenience with the same superior power and performance as other Viking Professional ovens. Side swing doors, inspired by ovens in a commercial kitchen, turn this traditional oven into a modern amenity, putting accessibility within arm's reach. With the largest oven in the industry, this extra-large 4.7 cu. ft. oven has 11 high performance cooking modes for versatile performance.

Viking Tuscany Ranges – This innovative line of ranges is manufactured in the charming Tuscan municipality of Scandicci, Italy, by a fellow subsidiary of the Middleby Corporation with nearly 50 years of industry-leading Italian commercial and residential appliance experience. This sophisticated new line of Italian Provençal ranges are sized and featured to meet the needs of American architecture and lifestyles.

Viking Professional TurboChef Oven – The Viking Professional TurboChef™ 30" W. Double Oven is the fastest residential oven in the world. This revolutionary oven allows consumers to prepare meals up to 15 times faster than conventional methods – leaving more time to spend with family and friends.

Viking Professional Ventilation - With the quietest hood and ventilator combination in the industry, the 18" high hoods are available in a variety of widths that fits all sizes of Viking cooking products. Also available are 12" high hoods for smaller, replacement ventilation needs. New exclusive features include bright LED surface lighting and backlit LED knobs, quiet, efficient, maintenance-free ventilators, heat lamps, and easy-to-clean, dishwasher-safe baffle filters.

Viking Professional Refrigerators - This new lineup, which meets new 2014 EPA Energy standards, includes a 36" W. bottom-freezer, 42" and 48" W. side-by-side refrigerator/freezer, as well as 30" and 36" W. all refrigerator and all freezer models. All units are available in Stainless Steel, custom panel and color options. New exclusive features include innovative spill proof shelving, improved LED lighting, and soft-close drawers. Refrigerator sections have the exclusive Plasmacluster™ Ion Air Purifier which uses advanced ion technology to eliminate airborne bacteria, mold, and odors to enhance food preservation with no filter required. A new fully integrated 36" W. bottom-freezer will also debut at the show.

Viking Professional Outdoor Product - The 2015 line of Viking Professional 5 Series Outdoor Gas Grills have 24" depth which make it easy for consumers to upgrade and replace their old grill with any of these innovative Viking outdoor grills. New features, exclusive to the 5 Series include 25,000 high intensity BTU stainless steel grill burners, 15,000 BTU Gourmet-Glo™ Infrared Rotisserie Burner, Stainless Steel grates, LED lighting and a ceramic briquette flavor system. The TruSear™ Ceramic Infrared Burner on VGIQ 42"/54"W. models provides the ultimate in grilling by searing steaks to lock in flavor and juices. All Viking indoor kitchen products are backed by the industry's best and most comprehensive warranty; the Viking 3-Year Signature Warranty. The Viking 3-Year Signature Warranty now includes a 90 Day No Quibble Guarantee which states that Viking will repair or replace a product within the first 90 days of purchase in the unlikely event of a manufacturing defect.

Viking Range, LLC originated ultra-premium commercial-type appliances for the home, creating a whole new category of home appliances. Committed to innovative product design, unrivaled performance and peerless quality, Viking is headquartered in Greenwood, Mississippi, and is a subsidiary of The Middleby Corporation, a long-time leader in commercial kitchen technology. Viking appliances are recognized globally as the foremost brand in the high-end appliance industry and are sold through a network of premium appliance distributors and dealers worldwide.

For additional product information, to locate a Viking dealer in your area, or to request a quote, please visit [www.vikingrange.com](http://www.vikingrange.com). VIKING is a registered trademark of Viking Range, LLC. Viking products are sold under the BRIGADE brand in Canada.