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**For more information please contact:
Tim Tyler
Viking Range, LLC
662.451.4123**

Viking Range, LLC Secures Viking Trade Name in Canada

GREENWOOD, MS, January 2018 – After many years of marketing under the Brigade trade name, Viking Range, LLC, has secured the Viking trade name in Canada. The Viking name was previously owned by Sears Canada after buying Eaton's, an iconic Canadian retailer who used the Viking name to market appliances, televisions and other electronics. With this agreement between Sears Canada and Viking Range, LLC, Viking will now be marketing the Brigade product line under the name Viking.

In 1987, Viking revolutionized the home kitchen when it introduced the first stainless steel commercial-type range certified for residential use. In 2013, Viking became part of The Middleby Corporation, the largest commercial kitchen equipment manufacturer in the world. With this partnership, commercial cooking technology and innovation, once reserved only for restaurant kitchens, is now available for home use, only from Viking.

Viking manufactures many of its ultra-premium products in Greenwood, Mississippi, USA, including ranges, cooktops, ovens, refrigeration, ventilation and outdoor products. Viking appliances are available in a vast array of sizes, colors and configurations to make every conceivable kitchen design and cooking style a reality.

"Viking is thrilled to be continuing our commitment to quality, innovation, and customer service to Canada," said Kevin Brown, President of Viking. "We are committed to delivering the highest quality products and superior customer experience in the Canadian market."

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, please visit www.vikingrange.com. VIKING is a registered trademark of Viking Range, LLC.