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FOR IMMEDIATE RELEASE

**The new GE Monogram® Walk-In Wine Vault™,
exclusively at Kennedy-Hahn Appliance, is the pinnacle of home wine storage**

Madison, Wisconsin (July 25, 2006) – To serve homeowners who take home wine collecting to a new level, Kennedy-Hahn Appliance now features the GE Monogram Walk-In Wine Vault on display at both its Fitchburg and Appleton showrooms. The Wine Vault is designed for the consumer who waits anxiously each November for the Beaujolais Nouveau to arrive, who knows a Syrah from a Pinot Noir or who simply wants the perfect addition to a luxury home. More than an appliance, the Wine Vault is a spacious, self-contained storage unit that is professionally installed in the consumer's home and can only be seen in Wisconsin at Kennedy-Hahn.

Monogram's new Walk-In Wine Vault emulates a vineyard's cave storage environment and was designed specifically to manage and store fine wines in a secured environment. GE has developed an exciting inventory tracking system which employs a touch screen monitor and tag printer for convenient labeling. The inventory system includes:

- Drop-down menus allowing the wine vault user to re-load the database and classify each bottle entered into the system;
- Bar code labeling to assist with locating wine and maintaining inventory;
- Inventory protection to manage hold time, peak and past-due drink time for each type of wine;
- Quick and easy look-up features to find bottles by country, type, and vintage; and
- Easy ongoing maintenance to enter and remove bottles in seconds.

The 3000 BTU cooling system chills the vault to 55 degrees Fahrenheit, the optimal temperature for long term wine storage, and maintains a consistent humidity level. Electronic controls use a self-calibrating temperature probe to ensure a consistent temperature throughout the chamber. The insulated panels with an R33 insulation factor and an airtight door seal help keep the both the temperature and humidity

constant. The door can be locked to keep precious wine inventory secure. In addition, motion detection lighting ensures that the lights turn off automatically as the homeowner exits the Vault.

The Wine Vault measures approximately 7 feet 9 inches by 8 feet 8½ inches on the exterior and 7 feet 1 inch by 8 feet ½ inch on the interior. This Walk-In Wine Vault is assembled on-site and is ideal in any basement recreation room or kitchen pantry. Consumers may choose between the following two options for racking:

- “Inventory racks” designed for the consumer wanting functionality and maximum capacity – holding almost 1,100 bottles; or
- “Display racks” designed for the consumer who likes to display their collection. This configuration replaces some of the inventory racks with an angled row for display and a tasting station in the back. Its maximum capacity is approximately 975 bottles.

Both rack options are made of fine redwood and engraved metal plate labels are included to help inventory wines by region, date or variety.

The Wine Vault is delivered and installed by Kennedy-Hahn’s expert technicians.

To learn more about the GE Monogram Walk-In Wine Vault or the vast array of other products available at Kennedy-Hahn, visit www.kennedyhahn.com, or tour the showrooms in Appleton or Fitchburg.

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