



FOR IMMEDIATE RELEASE

Contact:
Brett Hunt
Dacor
(800) 793-0093 ext. 3234
bhunt@dacor.com

**EXPERIENCE LUXURY COOKING WITH THE
DISTINCTIVE WALL OVEN BY DACOR**
*Premium performance and quality craftsmanship come together for the newest
addition to the Dacor appliance offering*

DIAMOND BAR, Calif. – November 19, 2009 – Dacor®, market leader in luxury kitchen appliance design, manufacturing and distribution, today introduced the new 30” Distinctive™ Wall Oven. This premium wall oven is the perfect introduction to luxury cooking, combining quality craftsmanship, sleek styling and new features for consumers who demand superior performance and desire a better culinary experience.

Designed and assembled by hand in California, the new Distinctive Wall Oven continues the company’s 45 year heritage of developing innovative cooking appliances that provide people who are passionate about the details of cooking with the optimum ownership experience. With a unique handle that sits completely flush with the wall oven door to give kitchen designers and homeowners additional freedom with planning their kitchen layouts, the ovens also feature Dacor’s exclusive four-part Pure Convection™ technology, providing home chefs with the power to expand their culinary repertoire.

“The Distinctive Series will appeal to a broader base of consumers, including those who have wanted to upgrade to a luxury appliance but have been reluctant to do so because of budget,” said Steve Joseph, Vice President of Marketing at Dacor. “This collection offers consumers an entry level luxury appliance with the premium performance, distinctive styling and features they desire for an exceptional cooking experience.”

Available in a stylish stainless steel finish with an understated contemporary handle design, the Distinctive Wall Oven features seven intuitive cooking modes - Bake, Broil, Convection Bake, Convection Broil, Convection Roast, Pure Convection™ and Proof - for the flexibility to bake or broil virtually anything.

The exclusive four-part Pure Convection system creates uniform temperatures on every level of the oven cell, using a custom designed air baffle for channeling hot air in a perfect pattern. The unique convection filter captures grease and flavor particles within the oven cell, allowing users to cook multiple dishes simultaneously without the worry of flavor transfer. The Proof mode helps dough rise quicker, reducing preparation time and the Meat Probe ensures proteins are cooked thoroughly before serving.

- more -



EXPERIENCE LUXURY COOKING WITH THE DISTINCTIVE WALL OVEN – Page 2

With hidden Bake and recessed Broil Elements, the wall oven has more interior capacity to fit larger dishes and clean-up is easier. An electronic touch control panel makes operation of the wall oven simple and digital timers and Temperature Hold helps users plan meals accordingly, so everything is prepared at exactly the right time. A bright interior halogen light makes it easier to monitor oven contents and the Safety Lock design prevents unintentional operation of the oven by disabling the use of the control panel.

The new Distinctive Wall Oven is the latest addition to the Dacor line of award-winning wall ovens, which includes the timeless Renaissance and innovative Discovery™ series. Renaissance Wall Ovens are classic in their design, but offer advanced features for impeccable performance. Discovery Wall Ovens feature an easy-to-use interactive controller, which is preset with 99 of the most popular cooking modes recipes organized by food type and room to store up to 100 more to help even the most novice chef cook like a gourmet.

The Distinctive Wall Oven is Star-K Certified with Sabbath Mode for universal appeal and will begin rolling out to authorized Dacor dealers with a special introductory price of \$1,999. The Dacor Distinctive Double Wall Oven will be available in March 2010.

About Dacor: Family-owned since its beginning in 1965, California-based [Dacor](#) is the innovator of the most stylish, luxury kitchen appliances that provide the optimum ownership experience for people who are passionate about the details of cooking. The company has introduced many industry firsts including an [outdoor grill](#) with built-in halogen lights, [Illumina™ Burner Controls](#) with blue LED lights, the patented [RapidHeat™ Bake Element](#), [color-infused glass appliances](#) and the world's only [30" dishwasher](#). Offering a complete line of American-made, luxury kitchen appliances, which includes wall ovens, ranges, cooktops, dishwashers, warming drawers, microwaves, ventilation hoods, refrigerators, wine storage and outdoor appliances, the company is committed to reducing the energy demands of its operations, maximizing the efficiency of its products and implementing sustainable business practices.

For more information on Dacor, its product line and [local dealer locations](#), visit [www.dacor.com](#), contact Customer Care at (800) 793-0093 or visit the [Dacor Design & Culinary Centers](#) in Los Angeles, Atlanta or San Francisco.

###