



Viking iPad App Allows Consumers to Imagine Their Own Viking Kitchen

December 5, 2013 (Greenwood, MS) - Viking Range, LLC is pleased to introduce a new iPad app designed to make consumer kitchen shopping even easier. Available for download from the App Store and iTunes, the **Viking Range** app further empowers the consumer with more information at their fingertips than ever before.

“We are very excited to introduce the new Viking Range app, to allow viewers to explore all of our residential products giving them the opportunity to build their own dream kitchen, right on their iPad,” said Brent Bailey, Director of Brand Management. “We love the app because it highlights our latest products and our customers will love it because it allows them to design their kitchen, learn about Viking products and find a local dealer to make their designs come to life.”

The Viking Range App gives consumers the chance to imagine life in their own Viking Kitchen. Beginning with a gallery of images from Viking-designed kitchens from around the world, consumers can browse kitchens by style, color and budget. After being inspired, they can research product features and price and build their own Viking dream kitchen. Once products are added to their dream kitchen, consumers are encouraged to request a quote and find a local Viking dealer showroom to discuss their kitchen ideas.

Once at the showroom, consumers can use the built-in QR code scanner to scan product QR codes and learn more about innovative Viking product features. They can even join the conversation at *The Viking Life* - a culinary blog in the app filled with recipes, stories and exciting Viking news. *The Viking Life* also includes many published articles written about Viking in top industry publications including Architectural Digest, Vanity Fair, Good Housekeeping and Home & Style.

For more information about the Viking Range app, visit itunes.apple.com/us/app/viking-range/id738786975?mt=8

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. VIKING is a registered trademark of Viking Range, LLC. Viking products are sold under the BRIGADE brand in Canada.

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