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**THERMADOR IS AWARDING \$100,000
TO DESIGNERS, ARCHITECTS AND BUILDERS
WITH THE MOST INSPIRED KITCHEN DESIGNS**

***2010-2011 Thermador Kitchen Design Challenge
Honors the Best in Traditional and Contemporary Kitchen Designs***

HUNTINGTON BEACH, Calif. (March 8, 2010) – In addition to wowing their clients with professional-grade appliances that combine unsurpassed style, quality, craftsmanship and advanced features targeting real culinary enthusiasts, members of the professional design industry who design a Thermador kitchen in 2010 or 2011 may receive something else entirely: an expense-paid resort vacation in Scottsdale, Ariz., and up to \$25,000 in prize money.

Not bad for a contest with simple rules and no entrance fee.

The 2010-2011 Thermador Kitchen Design Challenge gives professional designers, architects, builders, remodelers and kitchen dealers the chance to put Thermador's 75 years of kitchen design and innovation excellence to work for them and their clients.

Under The Design Challenge rules, design professionals who submit an original kitchen design utilizing Thermador appliances between March 1, 2010, and Dec. 1, 2011, will be eligible to split \$100,000 in prize money and take advantage of a number of other benefits.

Eight regional winners will receive a \$5,000 cash prize and an expense-paid trip for two to the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch for a design celebration weekend featuring a visit to the spectacular Thermador Gallery and Training Center.

Regional winners who demonstrate the best use of Thermador cooking, cleaning, refrigeration and ventilation products in traditional and contemporary residential kitchen designs each receive a grand prize of \$20,000. Second place winners in each category will receive \$10,000. In addition to the cash prizes and luxury trip, winners will have the opportunity to be featured in a national publication and on the Thermador Web site.

(more)

“The Design Challenge is our way of honoring the extraordinary design professionals who continue to make Thermador the centerpiece of America’s most luxurious, cooking-focused kitchens,” explained Zach Elkin, director of the Luxury Division for Thermador.

In 2008, the Thermador Freedom® Collection™ Design Contest challenged participants to demonstrate design freedom by utilizing Thermador’s modular column refrigeration system which allows space planners to design a kitchen without worrying about where to place the large refrigeration unit. “This year, we’ve made it easier than ever before for design professionals to create an entire Thermador kitchen by opening the contest up to our full line of cooking, cleaning, refrigeration and ventilation products,” Elkin added.

To enter the 2010-2011 Thermador Kitchen Design Challenge, participants are encouraged to go to www.thermador.com/DesignContest to read the official rules, set up a profile, complete the online entry form and submit a narrative of up to 300 words. Entry forms can also be downloaded from the Thermador Web site, obtained from local Thermador dealers, or by calling 1-866-572-9402.

Entrants need to provide a minimum of two color photographs of their completed kitchens, however additional photos or artwork, including blueprints, floor plans, elevation drawings and perspectives, are welcome but not required. “Before” photos also are welcome.

The 2010-2011 Thermador Kitchen Design Challenge is open to U.S. residents who are professional designers, architects, builders and remodelers. There is no purchase necessary to enter or win. Entry forms must be received by midnight on December 1, 2011. Void where prohibited by law.

Design professionals looking for inspiration are encouraged to visit the **Thermador Design Center** at www.thermador.com/DesignCenter, a comprehensive online resource of design photos, ideas, celebrity tips and videos created specifically for professional kitchen designers. Visitors to the site can also access Thermador appliance specs and guides, and download a free copy of the 300-page *Thermador Kitchen Design & Planning Guide*.

About Thermador

Thermador has been providing real innovations for real cooks for more than 75 years. The iconic line of cooking, cleaning, refrigeration and ventilation products remains committed to empowering culinary enthusiasts to be their best through continuous innovation breakthroughs – from the world’s first wall ovens and gas cooktops with the patented Star® Burner to a speedcooking oven that reduces cooking time by 50 percent.

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more information, visit www.thermador.com or follow us on Facebook and Twitter at www.facebook.com/thermador and [@ThermadorHome](https://twitter.com/ThermadorHome), respectively. For Thermador customer service, call 1-800-735-4328.