



Press Release

30 March 2007

**Wood burning stove wins international prize for design
Norwegian Jøtul ranks in the international design world's top division together with Porsche and Prada. The wood-burning stove, Jøtul F 373, is the first Norwegian product to have won the renowned 'red dot' award: best of the best.**

"It's great that we are the first Norwegian winners of this prestigious prize. The Jøtul F 370 concept is designed as modern and exclusive furniture with particular appeal for women. Women are the major decision makers when it comes to purchases for the home. This prize proves once again that we have got it right," says Erik Moe, Jøtul's President & CEO.

2,548 international branded products were evaluated in the 'product design class' for this German design award. Jøtul's F 373 wood burning stove emerged as one of the winners along with Porsche, Prada and Apple ipod.

With this award, over 20 of the world's foremost design experts have placed Jøtul on an equal footing with many of the world's most exclusive and well-known brands. 'red dot' dates back to 1955 and is awarded annually for outstanding design across several categories. In the past, other Norwegian products have received the 'red dot design award', but the highest commendation 'red dot: best of the best' has never before been given to a Norwegian product.

Environmentally friendly technology

The Jøtul F 370 concept was launched in June 2006 and has been the biggest sales success of Jøtul's 154 year-long history. The stoves are designed by Anna Øren in Hareide Designmill in Moss, Norway. Last week Jøtul's product concept received the Norwegian Design Council's Award for Design Excellence.

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Jøtul has been developing environmentally friendly technology for fireplaces for many years. Not only is wood a renewable form of energy and wood burning CO2 neutral, but Jøtul's clean burning stoves need significantly less wood than older non-clean burning options. Jøtul's clean-burning stoves have double combustion systems. This enables up to 90 percent of the gases and particles in smoke to be converted to heat, giving minimal smoke emission and more heat. The raw materials used to make Jøtul's fireplaces are based on recycled iron.

At the design museum

In connection with the prize giving ceremony in Essen, in Germany on 25 June, Jøtul F 373 will be on display with the other winners in the red dot design museum, the world's largest permanent exhibition of modern design.

Read more about Jøtul F 373 on www.jotul.com

For a full listing of winners: <http://en.red-dot.org/2236.html>

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Jøtul (UK) Ltd has 9 employees, and our head office is situated in Redditch outside Birmingham.

Jøtul UK is part of the Jøtul Group that employs 820 people. The Group is enjoying considerable growth, and net sales in 2006 were approximately £80 million with solid profitability. The Group's brands are Jøtul, Scan, Atra and Kavani.

The Jøtul Group is a Norwegian company with subsidiaries in USA, France, Denmark, United Kingdom, Spain and Poland. The manufacturing units are based in Fredrikstad and Drammen in Norway, Portland in USA, Motz en Chautagne in France, Gdansk in Poland, and Vissenbjerg in Denmark.

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