

**Big Ass Fans® Unveils New Communication Campaign for Luxury Residential Market**

*Leading fan manufacturer promotes industrial-chic Isis***®** *for high-ceiling, upscale spaces*

**Key Messages**

* Big Ass Fans® launches new brand positioning targeting the high-end residential market.
* Big Ass Fans launches Isis®, a sleek, silent, energy-efficient ceiling fan to luxury residential market.
* New consumer and trade communication initiative includes both advertising and public relations.

**LEXINGTON, Ky., April 1, 2010 –** [Big Ass Fans®](http://www.bigassfans.com/), the leading designer and manufacturer of large-diameter, low-speed ceiling and vertical fans, announced a new brand campaign targeting the high-end residential market. The reengineered branding initiative includes an expansive consumer and trade communication campaign, spotlighting the launch of [Isis®](http://www.bigassfans.com/), an industrial-chic, energy-efficient fan now available for high-ceiling residential properties.

“In talking with our customers, we realized a tremendous growth opportunity for residential fans,” said Carey Smith, president and CEO, Big Ass Fans. “For over a decade, Big Ass Fans has engineered high-performance air movement solutions for tens of thousands of satisfied industrial customers worldwide. We now have the ability to bring this patented technology to the residential market in Isis - a truly innovative, energy-saving product that really works.”

**Residential Launch**

Big Ass Fans started in the agricultural and industrial sectors and segued into commercial industries. Due to the company’s reputation for innovation, design and [sustainability](http://www.bigassfans.com/sustainability), it ultimately decided to enter the residential market as a direct response to customer demand for quality, high-end residential product.

“Our customers have asked for this, and we have responded,” said Smith. “We’ve expanded our business model and created a Big Ass Fans sales team dedicated to promoting Isis residential. We’re rolling out new selling tools, including literature, brochures, sell sheets and consumer facing Web content.”

**Advertising & Marketing Campaign**

To target key audiences, Big Ass Fans is investing in a multi-million dollar consumer and trade communication campaign that incorporates both advertising and public relations. The initiative will kickoff with a new consumer and trade print campaign. The newspaper advertisements will debut in May 2010 in *Los Angeles Times*, *Dallas Morning News* and *West Palm Beach Post*, among others. The magazine advertisements will be introduced starting in May 2010 in *Elle Décor, Azure, Architectural Record, Interior Design*, *New York Spaces*, and other architecture, design, home and garden, and luxury regional publications.

**Residential Isis Ceiling Mount Fan**

Isis is a versatile, slim, contemporarily designed ceiling-mount fan that delivers consistent energy-efficient comfort year-round. The fan was originally designed for commercial spaces, but is now available for residential properties. Isis comes in a standard aluminum finish, but is also available in chestnut, black, white and silver, or can be color-customized to match interior décor.

Isis is engineered, precision-balanced and hand-built with aircraft-grade aluminum and industrial components. It is driven by a proprietary prime mover and improves circulation in large spaces like foyers, lofts and great rooms. Its sweeping airfoil blades, shaped like aircraft wings, revolve slowly and quietly to produce gentle, yet powerful currents of air.

Isis provides a cost-effective method of controlling energy costs through improved circulation. One eight-foot Isis fan covers more area than nine small ceiling fans, while using only one third of the energy of one standard fan. Weighing less than 100 pounds, Isis can be installed in spaces with ceilings as low as 12 feet. A hybrid of advanced engineering and industrial performance, Isis carries a limited lifetime warranty.

To learn more about Isis visit, <http://www.bigassfans.com/isis> or call 877-BIG FANS.

**About Big Ass Fans**

Big Ass Fans is the leading manufacturer of huge ceiling fans for large industrial, agricultural and commercial settings. Big Ass Fans range in size from 6 feet to 24 feet in diameter, using low horsepower motors to generate energy-efficient air movement for large spaces. Big Ass Fans can be used year round to provide occupant comfort and energy savings. There are over 40,000 Big Ass Fans installed worldwide in applications such as manufacturing plants, distribution centers, horse arenas, dairy barns, stadiums, art galleries, restaurants, health clubs, zoos and homes! Product solutions include [Pivot™](http://www.bigassfans.com/pivot), [Powerfoil®X™](http://www.bigassfans.com/powerfoil_x), [Powerfoil®X Plus™](http://www.bigassfans.com/powerfoil_x), [AirGo™](http://www.bigassfans.com/airgo), and the new [Element®](http://www.bigassfans.com/element) and [Isis®](http://www.bigassfans.com/isis) designed for commercial spaces. Big Ass Fans have been featured in *Inc.* Magazine, *Entrepreneur*, *Fast Company*, and television programs such as [MSNBC’s Your Business](http://www.msnbc.msn.com/id/26526805#32238475), *Planet Gree*n, *Discovery Channel Canada* and the *National Geographic Channel*. For more information about Big Ass Fans, please visit the Web site at [www.bigassfans.com.](http://www.bigassfans.com.)

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