

# AGA MARVEL

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## AGA MARVEL Announces New Corporate Name

February 1<sup>st</sup>, 2010

Effective immediately the businesses of Northland Marvel and AGA Heartland will operate under the single identity **AGA MARVEL**.

The **AGA MARVEL** name reflects the core disciplines of the business in cooking and refrigeration products and comes as the company launches the new PRO+ series of ranges and refrigeration. The new name will be the umbrella for all brands marketed in North America including AGA, Heartland, Marvel, Northland and Marvel Scientific.

**AGA MARVEL** represents the North American Consumer appliance interests of AGA Rangemaster Group plc based in Royal Leamington Spa, England.

Commenting on the announcement, AGA Rangemaster Chief Executive William McGrath said: “Combining our two strongest brands in North America sets the tone for the future. Along with all our other outstanding brands, we see AGA and Marvel as leading the sector for quality and style and providing growth opportunities for the business going forward.”

For more information please visit [www.agamarvel.com](http://www.agamarvel.com)

About AGA Rangemaster:

AGA Rangemaster is a leading international premium consumer brands group which manufactures and distributes some of the best known and loved kitchen appliances and interiors furnishings in the world. Brands include AGA, La Cornue, Rangemaster, Falcon, Rayburn, Grange and Fired Earth. Known for its longstanding heritage, technical excellence and innovation, the Group now operates production facilities in the UK, USA, France, Canada and Ireland and has worldwide wholesale and retail distribution.

<http://www.agarangemaster.com>

Media Contacts:

Brad Stauffer  
Senior Vice President Operations

**AGA MARVEL**  
1260 E.VanDenise St.  
Greenville, MI 48838  
Phone: 616-754-5601  
[bstauffer@agamarvel.com](mailto:bstauffer@agamarvel.com)

Brad Michael  
Senior Vice President Sales and Marketing

**AGA MARVEL**  
1050 Fountain Street North  
Cambridge, ON N3H 4R7  
Phone: 1-877-650-5775  
[bmichael@agamarvel.com](mailto:bmichael@agamarvel.com)