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Mendota Hearth/Johnson Gas Appliance Co. Receives Highest Honor Set by Women for Outstanding Customer Experience

Recognized with the Women's Choice Award® for 2016 as a Customer Recommended Indoor Fireplace

Cedar Rapids, IA 1-5-16 - As the leading advocate for female consumers, WomenCertified Inc. is delighted to honor Mendota Hearth/Johnson Gas Appliance Co. for earning the 2016 Women's Choice Award® based on extraordinary recommendations from their female customers in a customer satisfaction survey conducted by WomenCertified Inc. using the company's customer database.

Mendota Hearth received excellent survey scores, including the vast majority of customers rating the experience and overall quality of Mendota Hearth's indoor fireplaces as 'extremely satisfied'. In fact, 100% of their female customers polled said they would definitely recommend Mendota Hearth to their family and friends.

"The Women's Choice Award's mission is to identify which brands are most recommended by women," said Delia Passi, CEO and Founder. "By carrying the Women's Choice Award seal, brands like Mendota Hearth signify their commitment to empower women to make smart buying choices."

"Mendota Hearth Products is very proud of this achievement. We take our customer feedback very seriously and are happy that the overwhelming majority of our customers would recommend us to their friends. In fact, the Women's Choice said that our survey results were extremely positive." Kent Roeder, Vice President, Mendota Hearth.

Female consumers represent a driving economic powerhouse, controlling 65%, or approximately \$20 trillion annually, in global spending and more than 80% of US spending, according to the [Harvard Business Review](#) and the [Continuum's Women and Children Research Group](#). Coupling that with a recent [Nielsen report](#) on global trust in advertising, which stated that 92% of consumers trust recommendations from people they know over any other form of advertising, reveals the significance of being an America's Most Recommended brand by women.

Passi commented on how the Women's Choice Award serves as a competitive differentiator in today's cluttered marketplace by explaining, "When a woman is willing to recommend a brand or service to others, it means that business has earned her loyalty. Those are the businesses we wish to recognize for their efforts and commitment to the number one consumer – women."

Mendota hearth leads the way in design options. With thousands of design options to choose from, we can match any décor in your home. Our industry shows that Women are the decision makers when it comes to design options and Mendota is a perfect match.

"We are pleased to salute Mendota Hearth for their focus on excellence, a commitment that is recognized by women consumers nationwide," said Passi.

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Product Name: Mendota FullView Modern Fireplaces and Fireplace Inserts

Company: Mendota Hearth, a division of Johnson Gas Appliance Co.

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ABOUT THE WOMEN'S CHOICE AWARD®

The Women's Choice Award sets the standard for helping women to make smarter purchasing choices. The company and its awards identify the brands, products and services that are most recommended and trusted by women. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Awards are based on surveys of thousands of women, as well as research conducted in partnership with the Wharton School of the University of Pennsylvania. As the leading advocate for female consumers, WomenCertified Inc., home of the Women's Choice Award, created the first national award based on the ratings and preferences of women. Women can visit the official website at www.WomensChoiceAward.com to learn more.