



FOR IMMEDIATE RELEASE

**FISHER & PAYKEL INTRODUCES THE EUROPEAN LINE OF
FREESTANDING RANGES AND BUILT-IN OVEN**

The minimalist designs of the European influence are now extended in the U.S. through Fisher & Paykel's European manufactured line of freestanding ranges and built-in oven. These appliances are offered with very stylish mirrored glass doors and stainless steel finish that finds a home in any modern setting.

May 2007

Huntington Beach, CA – Introducing a new line of cooking appliances manufactured in Europe by Fisher & Paykel. This stylish line of cooking appliances brings more design choices to the Fisher & Paykel range. From the space-challenged apartment in the city to the ultra-modern country estate, Fisher & Paykel's new line includes a broad range of sizes and options to complete any installation with a Minimalist sensibility.

“In addition to helping Fisher & Paykel Appliances achieve strategic growth in Europe, our new European manufactured line gives the United States market a more diverse range of cooking appliances to distribute and compliment the brand,” says Laurence Mawhinney, Fisher & Paykel's VP Sales & Marketing. “These products extend our branding strategy in the United States and provide the customer with further choice.”

The ovens on Fisher & Paykel's new line feature a very chic mirrored-glass door and a durable stainless-steel finish. The mirrored door offers more than just aesthetic appeal. The door glass is treated with an advanced coating to reflect heat back into the oven for increased efficiency. A unique cooling system circulates air through four panes of door glass and around the oven itself keeping it cool to the touch while protecting surrounding cabinetry.

Innovative space-saving design allows Fisher & Paykel's new line to offer up to four cubic feet of oven capacity. The 36 and 48-inch models offer side-by-side ovens allowing a roast and a soufflé to be cooked at the same time. The space-saving 24-inch model offers up to two-and-a-half cubic feet of oven capacity, perfect for the enthusiast with less room in the kitchen. The lower burner element is integrated into the base allowing for more efficient use of space. It also allows for more even cooking temperatures and easier cleanup.

Electric oven models feature a pyrolytic self-cleaning process that renders grease and spills to ash while emitting a minute 20 parts per million through the use of a unique catalytic process. Fumes are drawn through a catalyst by a cooling fan and evacuated via an air vent. The venting system used by the oven during the self-clean cycle minimizes recirculation of any smoke, fumes or smells back into the kitchen.

The cooking ranges are offered with either warming drawers or storage drawers. The warming drawer can be regulated between 86°F & 248°F. A moisture selector keeps food moist or crisp depending on the food being warmed. The storage drawer gives the user extra storage space for pots, pans and trays that can be easily removed to simplify cleaning.

The full line of European manufactured cooking appliances by Fisher & Paykel will be available in the United States from mid-June 2007. Freestanding ranges will be available in 24, 36 and 48-inch models. A 24-inch built in oven will also be offered. Fisher & Paykel's suggested retail prices for the line range from \$1,599 to \$5,999.

Fisher & Paykel's European product line is manufactured by Fisher & Paykel near Treviso, Italy. Fisher & Paykel will unveil the line to the trade at this year's Kitchen and Bath Industry Show held in Las Vegas, May 8th to the 10th.

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About Fisher & Paykel Appliances

Fisher & Paykel is a global company best known for its innovative DishDrawer® dishwasher. Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness.

DCS by Fisher & Paykel products are widely regarded to be among the best performing professional cooking equipment in the U.S. market place. The brand has a strong reputation for product innovation and evolution of the high-end cooking market.

Fisher & Paykel Appliances has manufacturing sites located in Auckland and Dunedin, New Zealand; Cleveland, Australia; Huntington Beach, California and Clyde, Ohio, USA; and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 4,500 dealers in the United States. Further details on Fisher & Paykel Appliances and DCS Appliances are available on their Web sites:

www.fisherpaykel.com
www.dcsappliances.com

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