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**FOR IMMEDIATE RELEASE**

The logo for Fisher & Paykel, featuring the brand name in a white, italicized serif font against a black rectangular background.

**COOL 2011 INNOVATIONS BY FISHER & PAYKEL**

*Once Again Fisher & Paykel's Smart Engineering Leads the Industry with its Active Smart™ Refrigerators*

HUNTINGTON BEACH, Calif. - (March 8, 2011) – Thanks to enhanced engineering processes, Fisher & Paykel Appliances unveils new features for the French Door and Bottom Mount lines, available February, 2011.

The 2011 Counter Depth French Door Refrigerator will offer a number of key improvements over the current design including:

- Energy Star® qualification
- Internal water filter
- Deeper door bins for larger items
- Cantilevered shelving to enable easier cleaning

Fisher & Paykel's French Door Refrigerators have led the market in innovation without sacrificing functionality. At 19.5 cu ft, the interior space is superior to that of similar sized alternatives and also features Active Smart™ technology, automatic ice making, chilled and filtered water on demand and strong extendable storage drawers.

The 2011 Counter Depth Bottom Mount Refrigerators will offer the following design features:

- Energy Star® qualification
- Ice & water products will have an Internal water filter
- Gallon door bins for larger items
- Cantilevered shelving to enable easier cleaning
- Full extension Freezer drawer system

Fisher & Paykel's range of bottom mount refrigerators all feature the Active Smart™ system, adjustable glass shelves and humidity controlled produce bins and are available in white, stainless and ice and water options.

“Fisher & Paykel's Active Smart™ refrigerators continue to be among the most innovative in the market today,” says Fisher & Paykel's Marketing Manager, Scott Davies. “The ‘smart’ technology in the refrigerator detects and monitors usage patterns and adjusts its operation accordingly. Our experience of combining superior performance with forward thinking energy

saving technology consistently sets apart Fisher & Paykel's products from our competitors," Davies concludes.

Complete information regarding Fisher & Paykel's current refrigeration offerings is available at: <http://www.fisherpaykel.com/product/refrigeration/refrigerators/>

To find out more about Fisher & Paykel's products or its DCS by Fisher & Paykel brands, please contact a local Fisher & Paykel dealer. More information about the company is available on their website: [www.fisherpaykel.com](http://www.fisherpaykel.com) or call toll free at 888 936-7872.

## **ABOUT FISHER & PAYKEL APPLIANCES**

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

Fisher & Paykel Appliances has manufacturing sites located in Auckland, New Zealand; Rayong Province, Thailand; Ohio, USA; Reynosa, Mexico and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 5000 dealers in the United States & Canada. Further details on Fisher & Paykel Appliances are available on their Web sites.

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