



FOR IMMEDIATE RELEASE

STANDING TALL IN KITCHEN DESIGN: FISHER & PAYKEL APPLIANCES UNVEILS THE TALL DISHDRAWER, A NEW DESIGN FOR THE WORLD'S FIRST DISHWASHER IN A DRAWER

*Fisher & Paykel Redefines its Unique DishDrawer® With A More Spacious
Interior and New Modern Styling for Launch in Spring 2009*

HUNTINGTON BEACH, Calif., November 11, 2008 – Fisher & Paykel Appliances has once again reimagined the concept of the dishwasher with the announcement of its new Tall DishDrawer®.

The company has reinvented its revolutionary DishDrawer®, the world's first dishwasher in a drawer, with the introduction of the Tall DishDrawer® featuring a more spacious design and new sleek modern styling that loses none of brand's compact charm.

Continuing to innovate and improve on its uniquely designed industry leading appliances has never been a tall order for Fisher & Paykel Appliances.

DishDrawer® is a signature product line for the company with its distinctive ergonomic design that doesn't take up a lot space and cost-saving and environmental features that minimizes water, energy and detergent usage. Since launching the DishDrawer® in 1997 after years of testing and research, Fisher & Paykel has continued to redefine the dishwasher of the future and to date has sold more than a million DishDrawers.

The Tall DishDrawer® has been designed specifically for the North American market and will be manufactured in the company's new facility located in Reynosa, Mexico starting December 2008. The company expects to release the Tall DishDrawer® in February 2009.

“The DishDrawer® revolutionized the industry with its economical yet efficient design and performance, but we have always continued to improve

Fisher & Paykel Announces New Tall DishDrawer/2-2-2

upon it,” said Laurence Mawhinney, VP of sales and marketing for Fisher & Paykel Appliances. “Now, with the Tall DishDrawer we offer everything consumers love about this product -- energy and space savings -- but with a more spacious and flexible interior design.”

A New DishDrawer With a Taller, More Spacious Design

The Tall DishDrawer® offers a number of key improvements over the current design including:

- a top drawer that is significantly larger and will even fit 13-inch plates
- a completely redesigned racking system with vertically adjustable and independent cup racks and enhanced plate racks including folding tines
- a complete cosmetic upgrade with a new streamlined appearance
- a more simplified and improved installation process

“The larger top drawer and fully customizable racking system can be adapted to fit any individual’s or family’s lifestyle,” said Mawhinney.

In fitting with the Fisher & Paykel “green” tradition, the Tall DishDrawer® is also energy efficient and ENERGY STAR® approved.

Additionally, the Tall DishDrawer® also offers the option of an economical, smaller load using as little as 1.98 gallons of water (2.6 gallons on average for a normal eco cycle). This single unit or half load function needs only half the energy, water and detergent of a conventional dishwasher.

To find out more about Fisher & Paykel’s products or its DCS by Fisher & Paykel brands, please contact your local Fisher & Paykel dealer. You can also get more information at www.fisherpaykel.com or call us 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.

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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; Rayong Province, Thailand; Reynosa, Mexico and 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.

Press contact:

Scott Davies

949-790-8900

scott.davies@fisherpaykel.com

www.fisherpaykel.com

www.dcsappliances.com