



FOR IMMEDIATE RELEASE

**FISHER & PAYKEL A LEADER IN TOP-LOADING
ENERGY-EFFICIENT CLOTHES WASHERS**

IntuitiveEco, EcoSmart™ and the all-new AquaSmart® top-loading Energy Star® clothes washers lead the pack in North America, helping consumers gain rebates, cut their utility bill and do more for the environment

April 19, 2007

HUNTINGTON BEACH, CA – Fisher & Paykel announces today that they are the only manufacturer offering a full line up of ENERGY STAR® rated agitator machines in North America (IntuitiveEco™ and EcoSmart™) and the most efficient top-loading clothes washer in North America (AquaSmart®).

“Commitment to energy efficiency and preservation of the environment is a corporate guideline and an integral part of the culture of Fisher & Paykel Appliances,” said Laurence Mawhinney, VP Sales & Marketing Fisher & Paykel Appliances. “Our lineup of ENERGY STAR® rated washers are a direct result of that commitment, and for under \$600 an ENERGY STAR® top loading washer is a reality for all consumers”

AquaSmart®, IntuitiveEco™ and EcoSmart™ are rated with a MEF (modified energy factor) rating of 2.0, which exceeds the Department of Energy (DOE) 2007 standard rating of 1.72 by over 16 percent. They are eligible for utility rebates prevalent throughout North America. AquaSmart® has a Water Factor of 6.0 – by far the most efficient top loader in North America. AquaSmart® exceeds Department of Energy (DOE) 2007 minimum standard rating of 8.0 by 25%.

With an ENERGY STAR® rated washer by Fisher & Paykel, you can save energy, water and time. You can also do your part to save the environment.

AquaSmart® Dual Wash Mode: High Efficiency and Traditional Immersion Washing

In addition to being ENERGY STAR® rated, the all-new AquaSmart® clothes washer will also meet the tough new CEE criteria for Tier 2 efficiency imposed January 1, 2007. According to The Consortium for Energy Efficiency (CEE), a nonprofit public benefits corporation, washers meeting the CEE Tier 2 save at least 341 kWh of energy per unit annually over a washer meeting the 2007 federal standard.¹ A Tier 2 washer also saves 7,693 gallons of water per unit annually.² That enough energy to drive 325 miles³ and enough water to fill a 10 x 12 foot room!

“The genius behind AquaSmart® is that it gives you all the benefits of both styles of washing machines,” Mawhinney continued. “The Dual wash mode allows the choice between High Efficiency Mode and Traditional Wash Mode. In Traditional mode, the clothing is fully immersed in water for those occasions when more water is required.” AquaSmart® is the only top-loading machine on the market that can perform both a High Efficiency and a traditional wash offering the best of both worlds.

¹ When used with an electric water heater and electric dryer

² Assuming a baseline water use of 14,468 gallons/year.

³ Assuming 35 mpg at 1 kWh = 3409.5 BTU and 1 Gallon Gasoline = 125,000 BTU

IntuitiveEco™ is the World's Only Fabric Sensing Clothes Washer

The innovative minds at Fisher & Paykel have developed the World's first and only clothes washer that actually senses clothing. With just one touch of the "How Dirty" button, the IntuitiveEco™ knows what to do, taking the guesswork out of selecting the right laundry cycle. IntuitiveEco™ continually adapts the wash action and water level to suit the load.

EcoSmart™

EcoSmart™ uses 41% less energy and 63% less water than a conventional washer⁴. Its unique design completes laundry in up to half the time of a front-loader. Its 1000-rpm spin saves up to 30% of the time and energy it takes to dry the clothes in the dryer. This super capacity washer with unique brushless DC motor and smart electronics increases reliability because there are no belts, brakes, pulleys, clutches or gearboxes that can fail.

In addition to being ENERGY STAR® rated for energy efficiency, the IntuitiveEco™ and EcoSmart™ also boasts the lowest energy consumption rate of all full-sized top-loading washers with a full-sized agitator.

The World's first large-capacity top-loading dryer is a great match for all Fisher & Paykel top-loading washers

Fisher & Paykel has also developed the world's first large capacity top loading dryer. This unique ergonomic design means you don't need to crouch to load and unload your clothes. By pairing Fisher & Paykel top-loading washers with the top-loading dryer, there is less of a chance dropping damp clothes onto the floor while moving them from the washer to the dryer. And because of its large capacity, total laundry time is substantially decreased.

An industry-leading warranty

Fisher & Paykel stands behind their washers and dryers with a two-year warranty on all parts and labor – that's twice the warranty of most major manufacturers!

Made in the USA

All Fisher & Paykel's top loading clothes washer and dryers are assembled in the USA at Fisher & Paykel's Clyde Ohio facility.

Fisher & Paykel's top-loading clothes washers are the most energy efficient and best performing in the US market. This means consumers can save substantial energy and water by changing to a Fisher & Paykel ENERGY STAR® clothes washer. Consumers may also be eligible for additional utility or ENERGY STAR® rebates. Best of all, they don't need to give up great features by going high-efficiency.

Contact your Fisher & Paykel Sales Representative for more information or call Fisher & Paykel toll free at 888-936-7872.

⁴ EcoSmart™ figures taken from the Savings Calculator on the ENERGY STAR® web site: www.energystar.gov.

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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