

Perlick Residential Products

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FOR IMMEDIATE RELEASE

INSPIRED BY ITS COMMERCIAL HERITAGE, PERLICK ENHANCES LUXURY & AFFORDABILITY

MILWAUKEE, December 7, 2007—Perlick Corporation revolutionized luxury home entertainment when it first parlayed its 90 years of commercial expertise into a category-redefining line of undercounter products for the home. Now, Perlick shatters industry preconceptions yet again with the introduction of its all-new C-Series line of undercounter refrigeration products. Not only do these 24-inch wide models feature Perlick's attention to aesthetics and superior performance, but they also make it easier than ever for homeowners to afford the luxury that is Perlick.

The models of the Perlick C-Series—including Refrigerators, Beverage Centers, and Wine Reserves—clearly surpass the current market when it comes to both design and function. Each model features a whisper-quiet compressor which delivers a robust 700 Btu – up to *twice* the cooling power of other brands; and the interiors feature commercial-grade stainless steel, not plastic. The full-height door, graced by a sleek and sophisticated designer handle, is available in solid stainless steel, insulated glass, or with a wood overlay to perfectly match surrounding cabinetry. Like all Perlick products, each C-Series model is made to order and hand crafted at the Perlick headquarters in Milwaukee.



(more)

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Perhaps even more impressive is the fact that all models in the C-Series are offered at a single price-point, a concept exclusive to Perlick. By offering a single price for all its models, Perlick makes it easier than ever for a consumer or designer to purchase a product that leads the industry in quality and innovation. Now, the connoisseur of good taste can partake in the Perlick lifestyle without compromise.

Celebrating 90 years of excellence, Perlick is the leader in commercial bar and beverage refrigeration and dispensing equipment. The Perlick brand can be found in the finest restaurants, bars, stadiums, hotels and resorts in the world and is now available for those who want the ultimate entertainment suite for the home. The Perlick product line includes both indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about the Perlick product line, contact Perlick at (800) 558-5592 or visit www.perlick.com.



The C-Series line feature Perlick's industry exclusive Full-Extension Shelves



C-Series Refrigerator with a 15-inch Signature Series Wine Reserve

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