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**FOR IMMEDIATE RELEASE**

**PERLICK FIRST TO RECEIVE ALSD CERTIFICATION**

*The Association of Luxury Suite Designers recognizes Perlick as its first ALSD Certified company*

**MILWAUKEE, Nov. 21, 2008** — Perlick is honored to be the first manufacturer to be certified by the Association of Luxury Suite Designers (ALSD), the association for the premium suite market with nearly 1,000 team and affiliate members. On November 6, 2008, Perlick passed an in-depth approval process which involved a comprehensive review of Perlick's company history, products, current customers and testimonials from teams/venues.

"As a thriving member of a \$10 billion premium seat industry, Perlick is thrilled to be the first undercounter refrigeration company to be given the stamp of approval by the ALSD," says Chaya Chang, Marketing Manager for Perlick's Residential and Hospitality Products. "This gives us enormous credibility to the quality of our products and the values our company was founded on."



The new certification process is the ALSD's method of verifying the claims of various vendors, sponsors and partners and disseminating information obtained to their member teams and venue organizations

"When such a team or venue makes a purchase decision from an ALSD Certified company, this tells the purchasing agent that this particular organization has been vetted by the ALSD," explains Bill Dorsey, Executive Director, ALSD.

*(more)*



## Perlick Residential & Hospitality Products

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Celebrating over 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. Perlick is also the only manufacturer of a complete ADA-Compliant line of undercounter products. For more information about the Perlick product line, contact Perlick at (800) 558-5592 or visit [www.perlick.com](http://www.perlick.com).

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