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FOR IMMEDIATE RELEASE

**PERLICK TURNS NINETY—WITH STYLE**

**Iconic Brand Traces Roots Through Commercial Heritage and Looks Ahead To Continuous Innovation**

MILWAUKEE—In an age when mergers, acquisitions, and bursting dot-com bubbles are the norm, PERLICK CORPORATION has withstood the test of time, and in 2007 celebrates its 90-year anniversary.

PERLICK’s current success in luxury residential refrigeration products can be traced back through its commercial heritage, where the PERLICK name is

ubiquitous in the finest restaurants, bars, hotels, stadiums, and resorts in the world. The common thread throughout—from the company’s inception in 1917, to its vision for its next 90 years—is an unwavering commitment to quality, innovation, and design.

“While turning 90 is certainly a significant milestone for us, it’s important to remember what got us here,” notes PERLICK CORPORATION CEO Steven Bergum. “Although our products will evolve and continue to redefine their respective categories, the underlying principals of innovation, hard work, and quality will never change at this company.”

In 1917, Robert Perlick and his son, Walter, founded R. Perlick Brass Works in Milwaukee, which, as its name implied, was essentially a machine shop specializing in brass valves and fittings. The company soon found its niche in the manufacture of sanitary brass fittings for the brewing industry. Surviving both Prohibition and the Great Depression, PERLICK kept the business alive with new and innovative products. After World War II, PERLICK added mechanical refrigeration and a full line of under-bar equipment to its product offering and pioneered the industry throughout the decades with different members of the PERLICK family at the helm.



*PERLICK traces its 90-year history back to R. Perlick Brass Co. in Milwaukee.*

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**PERLICK TURNS NINETY—WITH STYLE**  
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Now in its fourth generation, PERLICK has utilized its commercial experience in refrigeration and beverage dispensing products to revolutionize the residential refrigeration industry, creating an entirely new category of home entertaining products—including multi-zone refrigerated cabinets, freezers, and refrigerated wine cabinets, as well as cocktail centers and blender stations.



*PERLICK's 72-Inch Cabinet and Ice Maker*

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 cabinets, 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 CORPORATION at (800) 558-5592 or visit [www.perlick.com](http://www.perlick.com).

**To arrange an interview with a PERLICK executive or request photography, please contact Merlot Marketing, Inc. at (916) 446-1822.**

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