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FOR IMMEDIATE RELEASE

FROM WET BAR TO WOW

PERLICK CORPORATION Re-Defines the Home Hospitality Suite With Breakthrough New Products

MILWAUKEE, Wisc., February 26, 2006—PERLICK introduces a new category for those who want the ultimate in luxury home entertaining. Since 1917, PERLICK CORPORATION has been the leader in commercial bar and beverage refrigeration and dispensing equipment: After nearly nine decades of providing products found in the most distinguished commercial facilities in the world, PERLICK is proud to have utilized their experience in designing and manufacturing to craft an entirely new *category of products* to create the ultimate hospitality suite for the home. These are products for the homeowner who truly aspires to set themselves apart from the crowd, for they spare no detail, no level of quality, in their delivery of luxurious perfection. PERLICK has re-defined the “Wet Bar” with all-new beverage centers, liquor displays, clear ice makers, freezers, refrigerators, and wine cabinets: the quintessential elements of the home hospitality suite that allow luxury homeowners to entertain like a pro.

The same quality that has made PERLICK a ubiquitous name in breweries, restaurants, stadiums, bars, and luxury hotels and suites has been utilized to craft the ultimate entertainment experience for the luxury homeowner. The freezer and refrigeration products—available in single, double, and triple-compartment configurations—were designed from the ground up by PERLICK’s veteran team, and feature such innovations as its patent-pending multi-zone design and an industry first implementation of a Variable Speed Compressor. PERLICK provides the only undercounter refrigerated line with this technology. Leveraging convection technology the Variable Speed Compressor cools multiple compartments rapidly with unparalleled efficiency (visit www.bringperlickhome.com to view a demonstration). In addition, the company’s new *Cocktail Center* and *Blender Station* feature ergonomic designs that are also beautiful to behold; all models can be custom built-in, or work as gorgeous stand-alone showpieces.

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“We saw the need for ultimate luxury products that fulfill the vision of today’s high-end homeowners,” notes Perlick Corporation director of sales and marketing - home products division, Jeff Wimberly. “When they entertain, they want the same luxurious, conveniences and professional products that the pros use; that’s what PERLICK provides.”

Since 1917, PERLICK has been the leader in commercial bar and beverage refrigeration and dispensing equipment. The PERLICK brand can be found in the finest restaurants, bars, hotels, stadiums and resorts in the world and is now available for those who want the ultimate hospitality suite for the home. Product line includes indoor and outdoor undercounter refrigerators, wine cabinets, clear ice makers, freezers, beer dispensers, refrigerator drawers as well as countertop blender stations, cocktail centers and liquor displays. For more information, call (800) 558-5592 or visit www.bringperlickhome.com.



PERLICK’s 72-Inch Three-Door Refrigerated Cabinet (configured with freezer, refrigerator and wine cabinet) and Clear Ice Maker.

This memorandum is submitted for your interest and for the purpose of confirming your instructions. If any statement is not in accord with your understanding or authorization, please notify us in writing immediately. – MERLOT MARKETING, INC.