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FOR IMMEDIATE RELEASE

PERFECT WINE STORAGE, UNEQUALED DESIGN

Perlick Undercounter Wine Cabinets Look Magnificent And Offer Unparalleled Performance

MILWAUKEE, Wisc., February 26, 2006—As the trend toward lavish home entertaining—with wine—continues its unprecedented upswing, more and more undercounter wine-storage options have become available to homeowners. However, for those who care as much about how a precious vintage *tastes* as well as how beautiful it *looks* when it is stored, there is only one choice: wine storage cabinets from PERLICK CORPORATION. By manufacturing the most well-built and skillfully designed wine storage in the world, PERLICK is setting an incredibly high standard in the industry. PERLICK's wine cabinets boast numerous features not found in any competitor and as a result, PERLICK's wine cabinets are simply designed and built to store wines properly and beautifully.

Numerous factors play key roles in the proper storage of wine, these factors include; temperature control and consistency, freedom from vibration, proper bottle orientation, and shielding from ultraviolet light. PERLICK is the *first company* to use a *Variable Speed Compressor* in its undercounter refrigeration products, PERLICK's multi-zone undercounter refrigerators have the ability to provide the exact amount of cooling power needed (as opposed to other brands that use a standard compressor, functioning only on a set cycle of being either "on" or "off," resulting in extreme temperature fluctuations between "too high" and "too low"). PERLICK's technologically advanced *Variable Speed Compressor* is also quieter, which significantly reduces vibrations. Because the *Variable Speed Compressor* only cycles when necessary, and at different speeds, it consumes far *less* electricity than standard compressors used in other refrigeration, saving energy costs while maintaining an impressive temperature uniformity to within plus-or-minus two degrees. In addition, PERLICK offers actual multi-zone cabinets, implementing a patent-pending technology it calls "convection cooling" to accomplish up to three different accurate temperatures zones with just one *Variable Speed Compressor*.



72-Inch Three-Door Wine Cabinet: Stand alone, for use indoors or outdoors with the ability to store up to 138 bottles in three different climate zones.

(More)

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Every detail of each PERLICK wine refrigerator contributes to its superior storage. Vinyl coated full-extension shelving is standard in all PERLICK wine cabinets. These shelves actually extend completely out of the cabinet for easy access, while keeping the bottles perfectly oriented and cushioning them from vibrations. The doors and hinging are uniquely designed, providing a superior seal and resistance to sagging and slamming. PERLICK is also the *only company* that offers commercial-grade stainless steel interiors as a standard feature. The commercial-grade stainless steel interiors not only look great, but they also conduct temperature better than plastic. In addition, PERLICK’s wine cabinets include UV protected glass to protect precious vintages from damaging ultraviolet rays. Finally, PERLICK offers the *world’s largest* undercounter storage capacity; its *72-inch Three Door Cabinet*, configured with all wine storage, can accommodate up to an incredible 138 bottles in up to *three* different temperature zones.

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, stadiums, hotels and resorts in the world and is now available for those who want the ultimate hospitality suite for the home. Product line includes undercounter refrigerators, wine cabinets, freezers, refrigerated drawers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about undercounter wine cabinets, contact PERLICK CORPORATION at (800) 558-5592, or visit www.bringperlickhome.com



View of PERLICK’s wine cabinet as part of a built in 72-Inch Three-Door Refrigerated Cabinet

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PERLICK’s *industry exclusive* vinyl coated full-extension shelving.

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