

## Perlick Residential Products

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**FOR IMMEDIATE RELEASE**

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### **Perlick Appoints Signature Marketing Group to Cover Midwest Distribution**

**MILWAUKEE, Sept 25, 2007** -- Perlick Corporation, the Milwaukee-based manufacturer of luxury undercounter refrigeration and related products, will transition its Midwest distributorships to Signature Marketing Group, one of Perlick's original Founding Father distributors. Currently serving the Northeast, Signature is expanding into the Midwest to establish an even stronger presence in the specialty appliance market.

"We are excited to expand the broad and demonstrated capabilities of Signature Marketing Group within our family of Perlick distributors and look forward to a stronger presence in this significant market," said Jeff Wimberly, Director of Sales & Marketing for Perlick's Residential Products.

"We are very pleased with Perlick's decision to entrust Signature Marketing Group with their premium product line in the Midwest," said Tom Cioletti, President of Signature Marketing Group. "With our history of customer-first dedication, and Perlick's strong product line, I see the potential for solid market growth in the future."

Signature Marketing Group was established in 1987 as a marketing distributor and importer of specialty residential and commercial appliances. The personnel at Signature bring together expertise in product design, manufacturing and marketing to create a unique team of professionals dedicated to exceeding customer expectations. For more information about Signature, contact Tom Cioletti at (800) 358-8886 or visit [www.smgltd.net](http://www.smgltd.net).

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. Today, Perlick offers this same level of quality and expertise to the residential market. Available in 24-, and patent-pending 48- and 72-inch configurations, the Perlick residential 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).

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[www.perlick.com](http://www.perlick.com)

