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FOR IMMEDIATE RELEASE

PERFECT ICE FOR PERFECT ENTERTAINING
Perlick's Indoor and Outdoor Clear Ice Maker is Slim and Stylish –
And Produces Over 50 Pounds of Ice A Day

MILWAUKEE, Wisc.—Luxurious home entertaining isn't complete without ample amounts of cold beverages; and cold beverages are never complete without ice. This requires the need for substantial quantities of ice and the ability to store the ice in an easily accessible area without sacrificing substantial amounts of space. With nearly ninety years of experience in the commercial hospitality-industry, PERLICK is introducing a solution to this home entertaining dilemma with its stylish, discreet and trim *Clear Ice Maker*. PERLICK's *Clear Ice Maker* boasts elegant good looks that seem to contradict its powerhouse performance.

The PERLICK *Clear Ice Maker* is a venerable performer, capable of keeping pace with even the most hospitable homeowner. It can produce up to 50 *pounds* of ice per day and a built-in storage bin yields an impressive 30-pound capacity. Not only is the *Clear Ice Maker* attractive and a great performer, but the ice it creates is impressive as well. Each ice cube it makes features a distinctive and stylish "top hat" shape which, like the *Clear Ice Maker*, is more than just attractive, it serves multiple functions. The "top hat" shaped ice is part of PERLICK's method of ensuring that each cube is *absolutely free* of impurities, for a flawless look and taste. The unique shape is also extremely functional because the "top hat" design prevents the ice from clumping, guaranteeing that the perfect beverage is served every time.



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Other features include, an elegant polished handle for great design and easy access; front-vented, forced-air ventilation; and the *Clear Ice Maker* is even UL-approved for outdoor usage—an ideal way to complete the *ultimate outdoor kitchen* and to entertain outdoors like never before.

The PERLICK *Clear Ice Maker* measures a mere 15 inches across, and is available as a stunning standalone cabinet (replete with stainless steel top and sides), or as a built-in undercounter cabinet with an optional wood overlay to match surrounding cabinetry. The PERLICK *Clear Ice Maker* is also backed by a full two-year parts and labor warranty.

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. The PERLICK 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 the *Clear Ice Maker*, contact PERLICK CORPORATION at (800) 558-5592, or visit www.bringperlickhome.com

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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.