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FOR IMMEDIATE RELEASE

PERLICK DELIVERS UNPRECEDENTED EASE OF ACCESS
Perlick Undercounter Refrigerators and Wine Storage Cabinets Offer
Industry-Exclusive Vinyl Coated Full-Extension Shelving

MILWAUKEE, Wisc. —The trend of entertaining with the use of undercounter refrigeration and wine storage in the kitchen and other areas of the home is sweeping the country. However, without the proper design and quality manufacturing of an element as basic as the interior shelving, these undercounter units can under-perform. With 90 years of experience in the commercial industry PERLICK CORPORATION has addressed this issue with an *industry exclusive* feature; *vinyl coated full-extension shelving* that can be found in its undercounter refrigerators and wine storage cabinets. An industry first, PERLICK's revolutionary shelving make it easy to load and unload cabinets, while preventing the cabinets contents from shifting.

While "full-extension shelving" seems like it would be a commonality, only PERLICK offers it. As the name suggests, the shelves inside a PERLICK glide *all the way* outward on stainless steel ball bearings. So, whereas other companies' shelves force you to stop and reach for items buried deep in the back of the unit, PERLICK's *vinyl coated full-extension shelves* completely glide out beyond the cabinet – making it easy to access items stored in the back of the cabinet. PERLICK has even gone so far as to create guard-rails at the perimeter on all of the *vinyl coated full-extension shelving* to keep items in place; so, even when the shelves are being fully extended (pulled out of the cabinet) or pushed back into the cabinet the items on the shelf are not disturbed.

PERLICK's *vinyl coated full-extension shelving* is standard in all PERLICK wine cabinets. For proper wine storage, PERLICK's *vinyl coated full-extension shelving* is a necessary feature because it eliminates one of the principal banes of proper aging: vibration. In addition, the shelves actually extend completely out of the cabinet for easy access, while keeping the bottles perfectly oriented and actually preventing the bottles from moving when the shelves are being fully extended (pulled out of the cabinet) or pushed back into the cabinet.

(More)

PERLICK DELIVERS UNPRECEDENTED EASE OF ACCESS
Perlick Undercounter Refrigerators and Wine Storage Units Offer
Industry-Exclusive Vinyl-Coated Full-Extension Shelving

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 cellars, freezers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. *Vinyl coated full-extension shelving* is just one of many innovations to be found in PERLICK products. For more information contact PERLICK CORPORATION at (800) 558-5592, or visit www.bringperlickhome.com

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Glass-Door Refrigerator with vinyl-coated full-extension shelving



Wine Cabinet with vinyl-coated full-extension shelving

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.