

FOR IMMEDIATE RELEASE



FROM TRADITIONAL GRILLS TO THE LIBERTY COLLECTION: DCS SETS THE DESIGN WORLD ON FIRE WITH THE FIRST OUTDOOR MODULAR SYSTEM DESIGN

OUTDOOR DESIGN INNOVATION: 262,143 COMBINATIONS JUST WAITING TO BE BUILT

HUNTINGTON BEACH, Calif. March, 2010 – The company that pioneered the concept of the outdoor kitchen with its “see-it today, cook on it tonight” island has released another innovation for the home cook who loves to entertain. DCS by Fisher & Paykel’s newly revamped Outdoor Module System integrates its traditional grilling system with the versatile 360° grilling of the Liberty Collection to provide a single versatile cooking platform.

The Outdoor Module System provides three professionally styled 30-inch cooking components: the All-Grill, the Side-Burner Sink and the Side-Burner Griddle. DCS has also expanded its outdoor refrigeration options and customized layouts to allow home chefs to create their own outdoor kitchen. With the inclusion of the traditional grill components there are 262,143 configurations to choose from.

“By combining the DCS traditional grilling components with the Liberty components the Outdoor Module System gives consumers ultimate customization, which truly reflects how they live and cook”, says Gina Lathrum, Product Manager for DCS by Fisher & Paykel. “There is greater flexibility and functionality with the option to expand or change the outdoor kitchen design over time.”

Lathrum says all the capabilities of an indoor kitchen can finally be realized in an outdoor setting. “Customization, connectivity, simplicity, performance, ease of use and installation are what sets apart the DCS Outdoor Modular System. But aside from its adaptable design, the overall cooking performance is what truly distinguishes this collection. The All-Grill unit features two independent burners, each capable of 25,000 BTU; a patented DCS Grease Management System® that reduces flare-ups by effectively keeping oil and grease away from the flame; and ceramic radiant technology that ensures the cooking surface has an even heat distribution. You can cook anything from delicate fish to steaks with delicious results.”

DCS outdoor refrigeration products include a standard 24-inch outdoor refrigerator, an outdoor beer dispenser and now a cooling drawer unit. This makes it easy to have cold beer on tap, ice cubes to freshen your drink, or a fresh salad whenever when you’re ready to serve your guests.

To find out more about the DCS by Fisher & Paykel brand, please call 888-936-7872 or you can also get more information at www.dcsappliances.com.

ABOUT DCS BY FISHER & PAYKEL

The heritage of DCS by Fisher & Paykel began in the late 80's as the country's leading engineers and designers created the first line of high-end commercial quality cooktops and outdoor grills. DCS was launched as the leading provider of quality cooking equipment with high performance for the commercial food industry. Recognizing the desire for home chefs to master restaurant culinary cooking, DCS expanded its innovation and design to pioneer high-end commercial quality appliances for the home. The expansion to a full line of indoor and outdoor professional-styled products has inspired the at home chef to not only cook like a professional but live deliciously.

DCS by Fisher & Paykel is a leading manufacturer with focus on product innovation, culinary technology and professional styled premium products. Fisher & Paykel has global state of the art manufacturing facilities in New Zealand, Italy, Thailand, USA and Mexico and are regarded as being the innovators in the appliance industry.

Press contact:

Leslie Perryman
562-472-2787
leslie@kreislermediagroup.com