



FOR IMMEDIATE RELEASE

Fisher & Paykel Appliances Partners With the City of Huntington Beach in Sponsoring Second Annual Taste of New Zealand on September 20-21, 2008

The Event Features A Wide Variety of New Zealand Culture, including Food Prepared by Top New Zealand Chefs, Wine Tasting, Maori Dancing, Art and a Rugby Tournament

HUNTINGTON BEACH, Calif., August 29, 2008 – Through the years, Fisher & Paykel Appliances has helped shaped the taste of cuisine in New Zealand -- not to mention in the U.S. -- with its high-end innovative cooking appliances.

So it's more than fitting that Fisher & Paykel, which got its start in New Zealand more than 70 years ago, has partnered with Huntington Beach and the New Zealand city of Waitakere to sponsor the Second Annual Taste of New Zealand on September 20-21, 2008.

The event features a wide selection of New Zealand culture and will be held at Huntington Beach's Main Street from 11 a.m. to 6 p.m. on Saturday and 11 a.m. to 5 p.m. on Sunday. The festivities are open to the public.

Event highlights will include:

- top chefs from New Zealand preparing lamb, seafood and more from a mobile hangi (a Maori traditional earth oven) and grills
- a live show from the Iron "Kiwi" Chef
- wine tasting with the proceeds benefiting the Surf City Kiwanis
- Maori (the native people of New Zealand) dance performers
- a fashion show put on by Pumpkin Patch, a New Zealand and international children's clothing retailer, and several HB downtown retailers
- Blaine Te Rite, a Maori artist, conducting a live wood carving demonstration

In addition, New Zealand rugby teams based locally will play "Sevens" on the beach located north of the pier.

Several of the downtown Huntington Beach restaurants will also offer New Zealand food and drink specials.

FISHER & PAYKEL SPONSORS TASTE OF NEW ZEALAND EVENT/2-2-2

“We are very honored to be a partner in this event and to help bring local residents a taste of New Zealand culture,” said Laurence Mawhinney, VP of sales and marketing at Fisher & Paykel Appliances.

Other event sponsors include the Huntington Beach Downtown Business Improvement District, Navigator Tours, the New Zealand Consulate General and the HB Sister City Association.

For more information or to participate in the Second Annual Taste of New Zealand, please contact the Huntington Beach Economic Development Department at 714 536-5542 or check out www.surfcity-hb.org/tasteofnewzealand

ABOUT FISHER & PAYKEL APPLIANCES

Fisher & Paykel Appliances is a global company best known for its innovative DishDrawer® dishwasher. Fisher & Paykel designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness.

DCS by Fisher & Paykel products are widely regarded to be among the best performing professional cooking equipment in the U.S. market place. The brand has a strong reputation for product innovation and evolution of the high-end cooking market.

Fisher & Paykel Appliances has manufacturing sites located in Auckland and Dunedin, New Zealand; Cleveland, Australia; Rayong Province, Thailand; Huntington Beach, California and Clyde, Ohio. USA; and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 4,500 dealers in the United States. Further details on Fisher & Paykel Appliances and DCS Appliances are available on their Web sites.

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