



## **FOR IMMEDIATE RELEASE**

### **THE ULTIMATE IN KITCHEN COOL: FISHER & PAYKEL APPLIANCES UNVEILS THE COOLDRAWER, THE WORLD'S FIRST MULTI TEMPERATURE REFRIGERATOR IN A DRAWER**

*The Company's Unique 36-inch Refrigerator Combining Advanced  
Cooling Technology and Energy, Space Saving Options Is  
Available Starting In October*

HUNTINGTON BEACH, Calif., September 2, 2008 – There are refrigerator drawers and then there is the CoolDrawer by Fisher & Paykel Appliances.

Think of it as five advanced cooling options in one convenient refrigerator drawer. Or better yet -- a refrigerator built for tomorrow's kitchen available today.

Combining innovative cooling technology with energy and space saving options, the CoolDrawer offers consumers the ultimate in modern kitchen cool with the world's first multi-temperature refrigerator in a drawer.

Fisher & Paykel is the company that developed the revolutionary DishDrawer® dishwasher, the world's first dishwasher in a drawer, and now they have taken its forward thinking concept to the next level with the sleekly designed CoolDrawer that will be available starting in October at a retail cost of around \$2,200.

Fisher & Paykel's refrigerators were already a key component of the company's "kitchen of tomorrow," but the CoolDrawer brings a whole new dimension to modern and convenient refrigeration through delivering superior performance in a space saving model.

Yet the CoolDrawer offers a lot more than only a refrigerator in a drawer. The CoolDrawer is a unique 36-inch single drawer refrigerator, which enables consumers to choose between a wide range of refrigeration modes, including, standard freezer, chill drawer and wine drawer - all at the simple touch of a button. With the CoolDrawer's advanced cooling features, you can set the perfect temperature for storing wine and then change it to the perfect temperature for serving it.

## **Fisher & Paykel Launches New CoolDrawer Refrigerator/2-2-2**

In fitting with the Fisher & Paykel “green” tradition, the CoolDrawer is also energy efficient and ENERGY STAR® approved.

“There’s nothing on the market like the CoolDrawer,” said Laurence Mawhinney, VP of sales and marketing for Fisher & Paykel Appliances. “In keeping with our tradition for innovation, this new refrigerator delivers the first multiple cooling model in a drawer design. Beyond its impressive energy and space saving features, the CoolDrawer brings consumers advanced cooling technology and flexibility for their refrigeration needs. Imagine all of that innovation now existing in a convenient refrigerator drawer.”

### **Modern Cool: Easy Integration into Your Kitchen of the Future**

A key benefit of the CoolDrawer is its “modularity” in design enabling an ease of integration for consumers to install this groundbreaking refrigerator in a number of strategic places throughout their kitchen and home. Imagine having convenient access to products where they are needed most -- fresh vegetables near the preparation area, drinks next to the living environment, and fruits and snacks easily accessible for children and the rest of the family. Taking it a step further, architects and designers can simply incorporate the CoolDrawer into their vision for a home in a seamless manner because of the product’s flexible functionality and customized design (that comes in stainless steel, or panel ready.) Another advantage is that the CoolDrawer can be installed as easily and precisely as any other drawer in the kitchen.

### **Cool Features Built To Adapt to Your Changing Lifestyle -- at the Push of a Button**

The CoolDrawer is built to adapt to your future needs and changing lifestyle. It provides flexible fridge and freezer space to accommodate to your usage habits. All storage bins are removable and interchangeable to adapt to a variety of storage needs. This is highlighted by an impressive lineup of refrigerator drawer options. These “temperatures zones” or drawers include:

- Freezer (0°F) (Deep Freezer -13 °F)
- Chill (31°F)
- Refrigerator (37°F)
- Pantry (53.5°F)
- Wine (53.5°F for long-term storage, 44.5°F for white wine serving and 59°F for red wine)

The CoolDrawer’s ergonomic design and simple interface makes it easy to access your food and switch between complex functions such as the fridge, freezer and pantry

## **Fisher & Paykel Launches New CoolDrawer Refrigerator/3-3-3**

compartments by pressing a button. The CoolDrawer opens on full extension runners and features a Humidity Control System to enable the ideal storage environment for fruit and vegetables. Regardless of what type food or beverage you need to store, the CoolDrawer provides the temperature control options to ensure optimal conditions are maintained with a high degree of accuracy to extend the freshness and nutrients of even highly perishable foods.

“This is a refrigerator truly adaptable to your lifestyle and living environment,” said Mawhinney. “The CoolDrawer is the first in what we envision to be a comprehensive line of refrigeration products that will allow for the full realization of optimal design vision and kitchen layout. Gone will be the need for kitchen work triangles through placing access to different foods where they are needed most.”

To find out more about Fisher & Paykel’s products or its DCS by Fisher & Paykel brands, please contact your local Fisher & Paykel dealer. You can also get more information at [www.fisherpaykel.com](http://www.fisherpaykel.com) or call us toll free at 888 936-7872.

### **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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