



## **FOR IMMEDIATE RELEASE**

### **FISHER & PAYKEL APPLIANCES BRINGS INTELLIGENT ERGONOMIC DESIGN TO ITS ACTIVE SMART REFRIGERATORS WITH THE NEW FRENCH DOOR MODEL**

*The Company Now Opens the Door Toward Spacious Yet  
Economical Design to Enhance Its Industry  
Leading Active Smart™ Refrigerators*

HUNTINGTON BEACH, Calif., January 17, 2008 – Combining innovative technology and intelligent ergonomic design, Fisher & Paykel Appliances has continued to refine its industry leading Active Smart™ refrigerator product line with the introduction of its newest French Door model.

Fisher & Paykel has opened the door toward spacious yet economical design with its French Door refrigerator that features more refrigerator and freezer space than similar sized models on the market. Now, beauty and brains meets brawn in the new model, which also includes impressive features such as automatic icemaking, chilled water on demand and durable extendable storage drawers.

Active Smart™ refrigerators were already a key component of the company’s “kitchen of the future.” Consumers no longer have to imagine a “smart” refrigerator with technology that learns their daily usage habits and continually adapts with the climatic conditions for excellent food preservation. It’s already here with each model from Fisher & Paykel.

“Fisher & Paykel’s Active Smart™ refrigerators continue to be among the most innovative available,” said Laurence Mawhinney, VP of sales and marketing for Fisher & Paykel Appliances. “In addition to the technology and sensors to consistently chill the contents quickly and effectively to lock in freshness, we have added an ergonomic design to provide more storage space without sacrificing the stylish appearance.”

#### **Wide Spaces**

That is what distinguishes this new Active Smart™ model – a ‘French Door’ configuration that provides wider access to more internal refrigerator space allowing for maximum storage of large plates and an ergonomic design for easy loading and unloading. Additionally, as with all Fisher & Paykel’s ice and water dispensing refrigerators, the freezer is conveniently located below the fridge. The freezer drawer also slides out on high quality rollers that enable storage and easy access large food quantities.

## **Fisher & Paykel's New Active Smart™ French Door Refrigerator/2-2-2**

A convenient slide out deli drawer also provides safe, separate storage of cheeses, meat and additional deli items.

### **Chilling Out with Smart Technology**

French Door refrigerator has a number of innovative features to keep your food fresh and beverages chilled including:

- **An open door alarm** placed on the refrigerator and freezer doors to minimize energy loss and food spoilage.
- A **'Freezer Chill' mode** which sets the freezer to a minimum temperature for 12 hours to freeze room temperature food quickly, safely and efficiently.
- A similar **'Bottle Chill' function** designed to chill a bottle or beverage can between 10 and 30 minutes in 5 minute increments activating Freezer Chill for that time.

“Our ‘smart’ technology promotes efficiency as the refrigerator detects and monitors usage patterns and adjusts its operation accordingly,” said Mawhinney. “However, we are still providing the conveniences consumers have come to expect such as a never-ending supply of filtered ice and water and refrigeration capabilities. Our experience of combining superior performance with forward thinking energy saving technology consistently sets apart Fisher & Paykel’s products from our competitors.”

Another inviting feature of the Active Smart™ French Door refrigerator is a flush mounted water dispenser, which has no impact on door or refrigerator space and provides convenient touch button access to cold, filtered water. The refrigerator’s unique design also allows for unlimited icemaking capability with no impact on freezer space.

For a closer look at Fisher & Paykel’s products or its DCS by Fisher & Paykel brands, please contact your local Fisher & Paykel dealer, or visit us 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's New Active Smart™ French Door Refrigerator/3-3-3**

Fisher & Paykel Appliances has manufacturing sites located in Auckland and Dunedin, New Zealand; Cleveland, Australia; 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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