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***Fisher & Paykel***

**A Refrigerator That Adapts to Your Lifestyle: Fisher & Paykel Appliances Announces New Key Enhancements to its ActiveSmart™ Refrigerators**

*The E522B ActiveSmart™ Refrigerators Offer a Number of New Features, Including New Seamless Stainless Steel Styling, LED lighting and a Bottle Holder Allowing Increased Storage Capacity*

HUNTINGTON BEACH, Calif. - (June 8, 2012) – It's a refrigerator equipped with smart technology that can adapt to your lifestyle. This is not science fiction, but it is only one of the key technological benefits of Fisher & Paykel Appliances' ActiveSmart™ refrigerator line.

Now, Fisher & Paykel Appliances has announced a cool refresh of its ActiveSmart™ line that offers consumers new style, storage, and lighting enhancements, adding even more flexibility to their refrigeration needs.

This is all part of Fisher & Paykel's smart kitchen that brings continuing award-winning technological and stylish innovation to the home. The appliance manufacturer has added new features to its E22B ActiveSmart™ refrigerator line, including concealed hinge styling, LED lighting and a bottle holder allowing for increased storage capacity.

The latest model will be available in the United States and Canada in July 2012 and will be released under the Fisher & Paykel brand.

The new ActiveSmart™ refrigerator's noteworthy enhancements include:

- A sleeker appearance with new seamless stainless steel styling. The new design completely conceals the hinge from the side and front of the fridge.
- Better Ease of Use.
  - LED lighting will replace halogen lighting. This will reduce potential glare problems and provide better illumination of the food contained in the fridge. Light will also be more evenly distributed throughout the fridge offering improved visibility and food presentation. LED lighting also saves on energy with 88 percent less power usage than current halogen lighting.
  - A faster ice maker that will produce 75 percent more ice. In addition, the quality of the ice is improved.
  - A quicker water delivery system that is 65 percent faster.

- More storage capacity. New individual bottle holders can be stacked on top of each other when not in use and conveniently stored within the refrigerator in a self contained storage area. The bottle holder is also made of chemical resistant ABS plastic and has rubber feet that provide better stability. This allows consumers to place it anywhere in the fridge bringing more customized options of the available space to their individual needs.

“The latest chapter in the Active Smart™ line refines the platform to an even higher level with focus on integration and designer elements,” said Scott Davies, Fisher & Paykel’s Marketing Manager. “These new enhancements add even more luxury and flexible refrigeration options to the already impressive ActiveSmart™ product.”

What sets apart Fisher & Paykel’s ActiveSmart™ technology is its potential to take your lifestyle’s temperature. It’s a fridge that thinks for itself to constantly monitor how you and your family use it, adjusting airflow to achieve a stable and even temperature. This makes it possible to keep food fresher much longer.

To find out more about Fisher & Paykel’s brand please contact your local 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**

Established in 1934, Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness. The two brands offered in North America include the contemporary styled Fisher & Paykel brand and the professionally styled DCS by Fisher & Paykel brand.

Fisher & Paykel and DCS appliances are sold directly or via distributors, to approximately 5000 dealers in the United States & Canada. Further detail regarding Fisher & Paykel Appliances is available on their respective website ([www.fisherpaykel.com](http://www.fisherpaykel.com) and [www.dcsappliances.com](http://www.dcsappliances.com)).

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