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FOR IMMEDIATE RELEASE

PERLICK HEATS THINGS UP WITH KALAMAZOO
Co-Branding Effort Teams Luxury Undercounter Refrigeration
With The Finest of Outdoor Entertaining

MILWAUKEE—Proving yet again that its products are at the pinnacle of design and performance, PERLICK CORPORATION announced today it has officially partnered with the leading luxury outdoor cooking and entertaining brand, Kalamazoo Outdoor Gourmet. Since 1906, Kalamazoo Outdoor Gourmet, based in the Michigan city for which it is named, has been building innovative and superior outdoor grills and custom outdoor kitchens. Now, exactly 100 years later, PERLICK will bring its industry-exclusive features - and a new level of entertaining luxury - to Kalamazoo's category-leading custom outdoor kitchen collection with a full array of UL-rated undercounter freezer and refrigerated cabinets branded "Kalamazoo Outdoor Gourmet manufactured by Perlick."



Photography available upon request

"Since Perlick provides the finest in outdoor undercounter refrigeration, we have the luxury of choosing the finest to partner with," says Jeff Wimberly, director of sales and marketing for PERLICK. "Providing Kalamazoo with this co-branded line of refrigeration products is a great opportunity for both of our companies and our customers."

PERLICK, like Kalamazoo Outdoor Gourmet, brings unprecedented experience and quality to its residential outdoor offerings, tapping into its 90 years of providing commercial refrigeration products to the finest restaurants, bars and luxury hotels in the world.

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The *Kalamazoo Outdoor Gourmet manufactured by Perlick* product line will feature PERLICK’s commercial-quality stainless steel interiors for superior insulation, an industry-exclusive Variable Speed Compressor (VSC), providing precise temperature control and energy efficient cooling, and an easy-to-read electronic digital display. Additionally, the line will afford the only freezer on the market UL-rated for outdoor use.

The unique features to be offered by the *Kalamazoo Outdoor Gourmet manufactured by Perlick* cabinets are rivaled only by the variety of available options. Only PERLICK offers a freezer that provides homeowners with special racks for chilling martini glasses and beer mugs—the perfect companion for Kalamazoo’s 180° Martini Bar—or an outdoor-rated refrigerated cabinet with a glass door. And for even more versatility, the undercounter cabinets are available in 24- and 48-inch width configurations, and can be specified to provide freezers, refrigerators, beverage storage, or almost any desired combination.

“The partnership between our companies marries the industry’s best cooking performance with the best cooling performance,” comments Kalamazoo Outdoor Gourmet president, Pantelis A. “Pete” Georgiadis. “Perlick’s product quality and design are a perfect match for the exceptional outdoor entertaining experiences Kalamazoo creates.”

For more information about *Kalamazoo Outdoor Gourmet manufactured by Perlick*, contact PERLICK CORPORATION at (800) 558-5592 or visit www.perlick.com.

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About PERLICK CORPORATION (www.perlick.com)

Since 1917, PERLICK has been the leader in commercial bar and beverage refrigeration and dispensing equipment. The PERLICK brand can be found in the finest restaurants, bars, stadiums, hotels and resorts in the world and is now available for those who want the ultimate entertainment suite for the home. The PERLICK product line includes both indoor and outdoor undercounter refrigerators, wine cabinets, freezers, freezer and refrigerated drawers, clear ice makers and beer dispensers; as well as countertop blender stations, cocktail centers and liquor displays.

About Kalamazoo Outdoor Gourmet (www.kalamazoogourmet.com)

Kalamazoo Outdoor Gourmet has been bringing gourmet lifestyles outdoors since 1906, designing and building innovative high-performance outdoor entertaining equipment for the home. The entire outdoor kitchen collection, including grills, grill islands, pizza ovens, wet bars and custom cabinet systems, is hand-built using the highest quality materials, components and fabrication techniques.

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This memorandum is submitted for your interest and for the purpose of confirming your instructions. If any statement is not in accord with your understanding or authorization, please notify us in writing immediately. – MERLOT MARKETING, INC.