



FOR IMMEDIATE RELEASE

**PUT TO THE COOKING TEST: DCS BY FISHER & PAYKEL
APPLIANCES PARTNERS WITH TV SHOW
AMERICA'S TEST KITCHEN**

DCS by Fisher & Paykel Appliances Will Be Showcased on America's Test Kitchen and Cook's Country TV in 2009

HUNTINGTON BEACH, Calif., October 15, 2008 – DCS by Fisher & Paykel Appliances' premier professionally styled cooking equipment and grills have been put to the ultimate test through its recent partnership with TV program *America's Test Kitchen*.

As part of the three-year partnership agreement, the company's high-end cooking appliances are showcased in the set of *America's Test Kitchen*, the top-rated cooking show on public television with nearly 2 million viewers per episode, and will be featured in the show's 26-episode 2009 season starting in January.

In addition, DCS products are also included in the first season of America's Test Kitchen's new show *Cook's Country TV*. The program has achieved 98 percent carriage on public television stations across the country. Recently, the show (which airs 13 original episodes per season) started filming its 2009 season.

DCS products will be featured in the America's Test Kitchen set and on both programs over next three seasons. Specific products utilized on the shows, include DCS by Fisher & Paykel's 36-inch, six-burner gas cooktop, 30-inch wall oven, 36-inch and 48-inch professional grills, along with portable grill carts, microwave, 31-inch flat door stainless steel refrigerator and Fisher & Paykel's double Dishdrawer dishwasher.

America's Test Kitchen is a real 2,500 square foot test kitchen located just outside of Boston that is home to more than three dozen full-time cooks and product testers. *America's Test Kitchen*, heading into its ninth season,

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focuses on Christopher Kimball and the test cooks solving everyday cooking problems, testing equipment, and tasting supermarket ingredients to help viewers avoid wasting money or time on things that don't work. It has a common sense, practical approach that is different other cooking shows. America's Test Kitchen recipes, equipment ratings, taste test results, and kitchen tips are also made available through its magazines, Web sites, and cookbooks.

Cook's Country features the cast and crew of America's Test Kitchen and is filmed in a renovated 1806 farmhouse with a full working test kitchen. The show spotlights the best regional home cooking in the country and relies on a practical, no-nonsense approach to food that has made *Cook's Country* magazine so successful. Each episode shows the test kitchen taking recipes from disaster to foolproof through careful testing. *Cook's Country* testers and tasters also take an in-depth look at which cookware, kitchen tools and supermarket foods are worth the money.

DCS by Fisher & Paykel's products are also featured in *Cook Country's* virtual kitchen tour on its Web site at www.cooksountrytv.com.

"We see this partnership as a great opportunity to showcase the performance of our high-end professionally styled cooking equipment on a national stage," said Laurence Mawhinney, VP of sales & marketing for Fisher & Paykel Appliances.

To find out more about the DCS by Fisher & Paykel brands, please call 888-936-7872 or you can also get more information at www.dcsappliances.com.

To find out more about *America's Test Kitchen*, you can go to www.americastestkitchen.com.

ABOUT DCS BY FISHER & PAYKEL

Dynamic Cooking Systems Inc. commenced operations in 1987 manufacturing cooking appliances under an original equipment manufacturing (OEM) arrangement initially for Thermador. In 1991, DCS began manufacturing ultra premium outdoor cooking appliances, primarily outdoor grills (barbeques), where it retains a leading market position in the United States. The company expanded into high-end, commercial style indoor ranges, cooktops and ovens throughout the 1990s. Purchased by Fisher & Paykel

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Appliances in 2005, the company's name was changed to DCS by Fisher & Paykel. DCS by Fisher & Paykel products are widely regarded to be among the best performing professionally styled cooking equipment in the U.S. market. The brand has a strong reputation for product innovation and evolution of the high-end cooking market and has won two prestigious Kitchen and Bath Innovator Awards.

ABOUT THE MAGAZINE

Cook's Illustrated is a bimonthly magazine for people interested in understanding the techniques and principles of good home cooking. Each article dissects well-known cooking methods and ingredients with one goal in mind: to develop the simplest, most foolproof recipe for the best-tasting result. The magazine also rates cookware and taste-tests ingredients such as flour, coffee, and soy sauce. *Cook's* does not accept advertising.

Visit *Cook's* at www.cooksillustrated.com, where you can browse our entire collection of cookbooks.

ABOUT COOK'S COUNTRY MAGAZINE

Cook's Country magazine is the sister publication of *Cook's Illustrated*. *Cook's Country* is a bimonthly magazine for people interested in country cooking and classic American recipes. The magazine's regular features include foolproof recipes, equipment testings, kitchen shortcuts, recipe contests, and more. The magazine welcomes as much reader interaction as possible and publishes stories and photos about what readers are cooking at home and in their communities.

Visit *Cook's Country* at www.cookscountry.com.

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