

Media Release (Ireland)
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Consumer promotion: Win Your Built In Appliance

Fisher & Paykel launch a new consumer promotion whereby the customer can win a cash back for any built in cooking appliance bought between May and August 2011.



Each month a prize draw will take place and one lucky winner will receive a cheque in the post.

How can you participate? Easy. Just send us a copy of your receipt and the serial number of each product before the end of each month and it will be automatically entered into the draw.

Kevin Riordan, General Manager Ireland, comments: 'Fisher & Paykel's stylish cooking range is the perfect recipe from the company's design team in New Zealand and manufacturing facility in Italy. The new multi-function single ovens for example will provide you years of culinary enjoyment.'

With up to nine cooking functions to choose from, these ovens give you flexibility and complete control. Illuminated halos surround the temperature and function dials and tell you whether the oven is on and whether or not the selected temperature has been reached. Each function is pre set to the temperature you are likely to use. The precise thermostat controls any variation whilst cooking to ensure consistent temperatures throughout.



A special roast function has been developed to help you cook delicious roasts effortlessly. With a combination of grill and bake it sears the meat to keep in the juices. A sure winner every time.

For inspiring recipes visit our food blog:

www.ourkitchen.fisherpaykel.com

The promotion takes place in the Republic of Ireland and Northern Ireland. Full terms and conditions can be found on www.fisherpaykel.ie or email competitions@fisherpaykel.ie



For more information on **Fisher & Paykel's appliances** visit www.fisherpaykel.ie or call +353 1 8077961.

High-resolution images can be found on <http://fisherpaykel.imagebank.com> or email marketingeurope@fp.co.nz.

About Fisher & Paykel Appliances

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 company was founded in New Zealand in 1934 and has factories in New Zealand, North America, Thailand and Italy.