

## Always Raising the Bar.

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### FOR IMMEDIATE RELEASE

### PERLICK LIGHTS UP NAFEM 2009 WITH ITS ILLUMINATED MEDALLIONS

**MILWAUKEE, WISC., March 2, 2009** – Perlick showcased a stylish new line of illuminated medallions at this year's NAFEM show. Designed to accessorize Perlick's new series of beer dispensing heads/towers, these attractive illuminated medallions identify the brand of the beverage being dispensed in a bright visual display that customers appreciate. Bartenders love them too because the medallions eliminate the need to use massive tap markers that are heavy, cumbersome and can damage the faucet.

"The illuminated medallions draw the customers' attention to the brand of beers available," says Joe Restivo, Sales Manager-Beer Dispensing Products. "It also gives the tower a nice even look with one-size black tap handles that don't take away from the appearance of the tower."



*Three-faucet Sexy tower with lighted medallions*

Perlick Corporation is the leading manufacturer of innovative total package bar and beverage systems, including custom refrigeration equipment, custom underbar equipment, beer dispensing equipment and brewery fittings that optimize energy use, improve style and increase durability to help maximize the profitability of any beverage service operation. Perlick employs over 200 people at its 300,000-sq.-ft. manufacturing facility in Milwaukee, WI. For more information about Perlick, please call 800-558-5592 or visit [www.perlick.com](http://www.perlick.com).

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