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THAT **INSPIRES**

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Perlick Announces Distribution Change in Canada
Better Distribution named as Exclusive Partner in Eastern Canada

MILWAUKEE, WI – May 11, 2016 – Perlick, a leader in innovative, high quality undercounter refrigeration, announces Better Distribution as the exclusive distributor for Eastern Canada (Nova Scotia, Ontario, Quebec, New Brunswick, Prince Edward Island, Newfoundland, and Labrador), effective July 1, 2016.

“The Canadian market continues to be an important area of growth,” said Tim Ebner, Vice President of Marketing and Business Development at Perlick. “Better Distribution is a young, nimble, forward-thinking company, poised to take Perlick to new heights in the Eastern Canadian market and we’re excited about what we can do together.”

“Perlick’s unparalleled line of residential undercounter refrigeration will be a strong addition to Better Distribution’s offering,” said Amir Girgis, President of Better Distribution. “We are thrilled to partner with Perlick. They are ‘the’ refrigeration product and add the perfect complement to our cooking brands. We intend to make Perlick the industry leader in Canada.”

For more information about Perlick’s residential line of products, visit perlick.com/residential-products and for the latest news from Better Distribution visit <http://betterdistribution.ca/>.



ABOUT BETTER DISTRIBUTION

Better Distribution was founded in 2012. The firm is led by Amir Girgis, an appliance industry professional, with appliance experience both at the manufacturing and distribution level. Better Distribution currently represents several major appliance brands across Canada both nationally and regionally, including Capital Cooking, Fagor, PITT, Kenyon and Grillson.

ABOUT PERLICK®

Family owned since 1917, Perlick’s award-winning, high quality residential product line features innovative indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, ice makers, and beer dispensers. A Milwaukee, Wisconsin based manufacturer, Perlick is dedicated to providing innovative, quality customizable food and beverage storage and serving solutions. To learn more, visit perlick.com or call 800-558-5592.

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