

CONSUMER RELEASE

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Credit Crunch Special: Get the 'designer kitchen' look for less *Coolzone is the HOT new brand in kitchen appliances*

Especially in today's credit crunch Britain, where finances are becoming tighter and everyone is looking for better value for money, updating your kitchen with the latest designs is difficult to justify. However, Coolzone makes the 'designer kitchen' look affordable – the brand, recognised as a leading refrigeration manufacturer, today announces a move into cooking appliances, with the focus on offering contemporary design and affordable value.

Instead of moving home, many homeowners are opting to renovate their kitchens in order to add much needed value to their properties in a slowing housing market. In addition technology – such as LED minute minders, fully programmable timers and colour-changing displays – are now appearing on entry to mid-level products and improved style and design is becoming more affordable to consumers.

There's something for everyone as Coolzone unveils 50 hot new products in the range. The new sleek and modern-styled products make the 'designer kitchen' look attainable to consumers at great affordable prices. In addition, reflecting key consumer requirements, all Coolzone products include a 2-year parts and labour guarantee.

Coolzone has grown to become a popular consumer brand within the refrigeration category in a short space of time. Using the same brand values, design-led value-for-



money, Coolzone is looking to replicate this success with built-in and freestanding cooking appliances.

Jacqueline Neal, Appliances Product Marketing Manager at Coolzone, says: "Coolzone is committed to bringing contemporary styled products to the market and becoming more of a lifestyle aspirational brand. Design-led value is key in a slowing economy, plus new features and technology means the designer kitchen look has never been more affordable."

"Coolzone has now incorporated cooking products into its portfolio of kitchen appliances. Having all white goods under one umbrella will be beneficial to both consumers and retailers."

Under the strapline 'We give you more', the new range offers a wider choice of products, giving more value for your money and total peace of mind with the 2-year guarantee on parts and labour (2 year guarantee on both cooking and refrigeration). The newly launched range will see over 50 new products added, creating a portfolio of over 100 kitchen appliances from which the consumer can choose. As well as the move into cooking, Coolzone is also unveiling a new updated range of refrigeration appliances – including stylish digital wine chillers and the energy efficient A+ range of affordable undercounter refrigeration.

The new Coolzone cooking range comprises:

- Built-in oven and hob packs
- Built-in ovens
- Built-in hobs
- Freestanding gas cookers
- Freestanding electric cookers
- Accessories (stainless steel splash backs)

Availability

Coolzone products are available at Comet, Iceland and Argos (refrigeration only at the moment) and online at Amazon and 247 Electrical.

These products will be featured on the new Coolzone website www.coolzoneappliances.co.uk or contact the Coolzone stockists line on 020 8829 6354 for more information.

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Coolzone is part of the Micromark Division of Bridisco.

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