

Fisher & Paykel Appliances Holdings Limited

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FPA to Launch New Brand in North America

In a move to further expand its reach in the North American market, Fisher & Paykel Appliances announced today it will launch a new brand of home appliances at Sears outlet stores beginning in April.

The new Elba by Fisher & Paykel brand will offer a range of appliances that deliver the high-end performance the company is known for in a more affordable option.

"The company is adapting a strategy it employed in the New Zealand market for the past 12 months with promising results," said Mike Goadby, North American President for Fisher & Paykel Appliances.

"Fisher & Paykel's decision to extend its brand is necessary to continue to promote company growth," he said. "We are very excited to expand our long-term relationship with a company like Sears that is so well known and respected among consumers."

The Elba brand will be manufactured in Fisher & Paykel's North American facilities and will be sold in 82 Sears outlet stores across the country.



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