

Fisher & Paykel Appliances Holdings Limited

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FPA to distribute Haier products in Australia

Fisher & Paykel Appliances announced today that it will take responsibility for Haier's sales, marketing and customer care service in Australia, effective 1 April 2010.

As previously announced at the Company's Annual Shareholders Meeting in August 2009, Fisher & Paykel Appliances and Haier have been in discussion regarding this transition as a result of the Co-operation Agreement signed between the parties in July 2009.

"We are excited about this opportunity and it builds on our wider relationship with Haier," said Stuart Broadhurst, CEO and Managing Director.

Haier's Asia Pacific President, Philip Carmichael, says this move is positive for Haier and demonstrates Haier's continued commitment to the Australian market. This Agreement continues the successful collaboration between Haier and Fisher & Paykel Appliances.

Fisher & Paykel Appliances has appointed Richard Bowe as General Manager, Haier Australia. Richard Bowe was previously General Manager of Fisher & Paykel Appliances, UK and Europe.

Haier Australia will be managed separately from the Fisher & Paykel brand in Australia, with its own dedicated sales team. Under the arrangement, Fisher & Paykel Appliances will utilise its existing Australian distribution network and 24-hour, seven days a week customer care service.

Haier's air-conditioning business within Australia will continue to be managed by Seeley International.

Fisher & Paykel Appliances has been responsible for Haier's sales, marketing and customer care service in New Zealand since November 2009.

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