

**FOR IMMEDIATE RELEASE**

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**NOW SERVING: FRIGIDAIRE COMMERCIAL REFRIGERATION LINE  
TV Food Network Star Dave Lieberman Introduces Equipment  
To Professionals at National Restaurant Show**

**Chicago, IL (May 20, 2006)** - Frigidaire® will debut its new Commercial line at the National Restaurant Show with one of TV Food Network's newest and most popular chefs, Dave Lieberman.

Electrolux, parent company of Frigidaire, is the world's largest manufacturer of refrigerators and freezers. This new professional line of food service equipment is designed for catering and restaurant applications, small businesses and institutional use or anywhere food and beverages are sold. It gives businesses a competitively-priced solution for purchasing food service quality appliances at retail.

The Frigidaire Commercial line of food service products includes stainless steel door refrigerators, 20 cubic-feet (MSRP \$1,599); stainless steel door freezers, 20 cubic-feet (MSRP \$1,599); glass door merchandisers designed to display chilled products (MSRP: \$1,699); horizontal ice cream merchandisers (MSRP \$749 - \$1,099); and horizontal chest freezers (MSRP \$549 - \$799). All units meet National Sanitation Foundation / ANSI 7 standards for commercial food service use.

**Choosing Equipment That Works For You**

According to Dave Lieberman, host of TV Food Network's hit show *Good Eats* and author of the recently released book, *Young and Hungry*, finding the right professional equipment for the way you run your business is a very personal decision based on a number of variables.

First off, you want to think about usage and space requirements, Lieberman says, and, second, look at reliability and brand reputation for the products before buying. Cold food storage today for food service professionals is perhaps one of the most critical pieces of the operation. If your refrigeration unit fails, your business stalls.

"There is a wide variety of refrigeration products on the market today, which is why it's important to go with a brand you can trust -- a brand like Frigidaire."

Lieberman, who began his professional cooking career with his own catering business as a student at Yale, now works as a personal chef in New York City and frequently visits and cooks in his hometown of Philadelphia. He's a firm believer in being selective with your purchases and using your resources wisely.

"Having enough counter space and refrigeration space are the two most important things to me in my kitchen," Lieberman says, "Fresh ingredients within easy reach keep me and my kitchen efficient."

## **Professional Performance at a Great Value**

According to Charlie Roy, Director of Commercial Products, the Frigidaire Commercial line will be available at appliance retailers beginning this month. For a listing of authorized Frigidaire Commercial dealers near you, visit [www.frigidairecommercial.com](http://www.frigidairecommercial.com).

“This product line fills a gap in the marketplace, providing business owners more convenient options for purchasing commercial grade food service equipment,” Roy said. “By making this line available through local, regional, and national appliance dealers, in addition to supporting the line with a widespread service network, we bring the strength of the Frigidaire brand to the professional arena.”

The new line will be sold via dealers who will support the line with benefits like product delivery and convenient shopping hours. Authorized dealers will have the product displayed in their stores so customers can view them prior to purchase, Roy said.

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### **About Frigidaire Commercial**

Frigidaire®, a trusted name appliances, boasts a brand heritage rich with quality products and lifestyle-improving innovations. Frigidaire® offers pioneering features of tomorrow with an emphasis on quality, trust and service. Visit [www.frigidairecommercial.com](http://www.frigidairecommercial.com) for more information on Frigidaire® products or to download high-resolution product photos.