

MEDIA RELEASE

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The New Kleenmaid's Inspiring Innovation is set to impress.

Kleenmaid is almost a household name across Australia for a variety of reasons.

With over 20 years of trading and being the preferred choice of more than 530,000 households to a miserable financial collapse in April 2009, the brand has returned under new ownership and management.

The *Next Generation* Kleenmaid kitchen appliance collection which is designed and manufactured in Europe sets a benchmark in innovation, quality and price and returns the brand with passion, purpose and pride to regain its previous market position.

Compass Capital Partners acquired the brand in December 2009 and has spent the past two years and millions of dollars developing their Next Generation appliances which feature an impressive array of practical innovations.

Take the new "Elevator Oven" recently launched at their "Experience Centre" in Sydney.

The oven is concealed in the bench top until needed, when with the press of a button it elevates above the bench top allowing you to use the oven without bending over or wrestling with those heavy oven doors.

The gas cooktops with ESTC, Electronic Sensor Touch Controls are sleek with no control knobs.

The ESTC system is so smart it allows the cooktop to automatically regulate its cooking time and functions by turning itself on and off which brings a level of cooking precision generally only seen in electric Induction cooktops.

With Australian's love affair with gas cooking these cooktops are sure to be well accepted and are truly a first for Aussie consumers.

Danny Hamilton, CEO of the Compass group said, "All our new appliances are manufactured to the highest international standards in Europe and bring not only the beauty of European styling but a quality that ensures that they will last a lifetime."

Exclusively available through 21 select kitchen manufacturers on the east coast the Next Generation Kleenmaid range is sure to cook up a storm in the competitive appliance sector.

The decision not to sell through traditional electrical appliance retailers is one based on the proven success of a European “Kitchen Studio Model.” This model is where appliances and the kitchens are sold together ensuring that the “new kitchen experience” is not a nightmare with the appliances and kitchens not fitting together, but that the experience becomes the dream come true event we all hope it will be.

Pictures of Danny Hamilton, The Elevator Oven and ESTC Gas cooktops are in the accompanying USB.

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