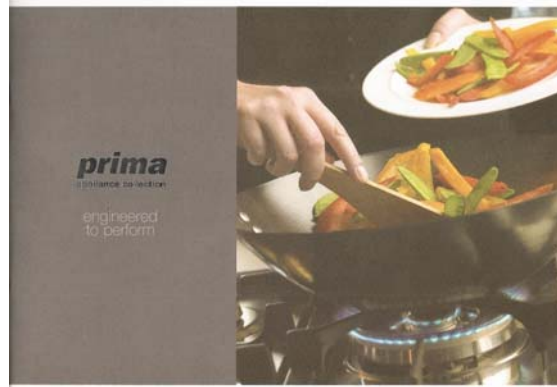


PRESS RELEASE

Smart New Look For Prima Appliances

(ref: PJH271 / MARCH 2009)



Distributor, the PJH Group has launched a stylish new brochure and web site (www.prima-appliances.co.uk) for its enhanced Prima Appliances own-brand collection.

In response to growing consumer demand for the superior quality, value-added brand, PJH has invested substantially into further progressing this popular appliance portfolio.

Featuring its largest home appliance range to date – including ovens, microwaves, hobs, hoods, refrigeration, wine coolers, laundry and dishwashing - the new 2009 Prima brochure has taken on a totally new contemporary format, including many user-friendly features and a stylish lifestyle look.

“We have made some radical changes to our Prima brochure, aiming to communicate the many benefits and USP’s of this high quality collection that have previously been rather understated,” explained PJH Appliance Product Manager, Ian Parkinson.

As well as featuring new laundry and cooling Prima products, engineered to the highest standards to offer outstanding performance, the collection has become yet more energy-efficient with many upgraded energy ratings.

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The brochure also includes more comprehensive specification details, illustrated adjacent to product photography in user-friendly "Features At A Glance" tables. This is as a result of continuous customer feedback, as is a helpful "Frequently Asked Questions" section and a dedicated new Consumer Service Helpline for all Prima products – 01204 366000.

The launch of the 2009 Prima Appliance brochure is joined with a new web site, www.prima-appliances.co.uk where on-line customers can also download the new brochure.

For further trade information, contact PJH Group on freephone **08008 77 88 99**, email: info@pjhgroup.com or visit www.pjhgroup.com

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Notes to Editor:

The PJH Group is the UK's largest distributor of kitchens and bathrooms with over 580,000 sq ft of warehouse space and approximately £16m stockholding. Established in 1972, the company is based in Bolton, operates throughout seven UK sites and employs over 700 people.

Customers include over 4,000 independent retailers, builders merchants, housebuilders, developers and specifiers. PJH own-brands include Prima (Kitchens, Bathrooms & Appliances), K Kitchens and Moods Bathrooms.

The PJH Group is part of the Globe Union Group, a world class design, marketing, manufacturing and trading organisation supplying kitchen and bathroom products to customers worldwide.