



DISTINCTIVE BECOMES THE OFFICIAL AND EXCLUSIVE DISTRIBUTOR OF THE ASKO BRAND IN CANADA

Montreal, QC- November 12, 2021

Beginning July 1st, 2022, Distinctive, the largest Quebec-based independent appliance distributor in Canada, will become the official and exclusive Canadian distributor of the Scandinavian appliance brand ASKO. The Swedish manufacturer of cutting-edge products will rely on the strength of Distinctive's retail network of 300 business partners across the country to maximize its growth in the high-end appliance market.

"We are very pleased to be partnering with ASKO for the distribution of their products in Canada, especially at this time as they will be introducing new products in the upcoming months to the North American Market. This innovative Scandinavian designed brand will meet the highest demands and will become essential in our industry. ASKO is a brand with great potential for the entire Canadian market distinguishing itself, among other things, by the quality offered in all its products and by their dedicated focus on environmental protection. We are convinced that it will satisfy our partners and customers from coast to coast," says **Éric Lapierre**, President of Distinctive.

As of July 1st, Distinctive will honour all warranties on products sold by previous ASKO distributors in Canada. The company will be supported by the talented ASKO North America team based in Atlanta, USA.

Distinctive will be communicating the details of this new partnership to its partners and customers over the next few months, with distribution and promotional activities beginning July 1st, 2022.

About Distinctive Appliances Inc:

Founded by Jacques Amiel more than 40 years ago, Distinctive is the largest independent Quebec distributor of household appliances in Canada. Today, the company has two warehouses: one in Laval, Quebec, where its head office is located, and one in Delta, British Columbia. With over 300 trading partners, Distinctive now covers Canada from coast to coast. Recognized for its logistical expertise, outstanding after-sales service and warranty management, Distinctive is one of the most influential leaders in high-end appliances. Combining innovation, performance, design and class, its portfolio of prestigious brands allows it to offer exclusive, true gems of the industry: to be distinctive. Many of Europe's leading brands turn to Distinctive first, not only to optimize their product launches, but also to position themselves effectively through its well-established network in the North American market. Distinctive works relentlessly to meet and exceed the expectations of its business partners and, ultimately, consumers. We pride ourselves on introducing new trends that will win the hearts of our loyal partners and customers.

About ASKO:

ASKO was founded in 1950 and has been recognized worldwide as a super-premium brand of Scandinavian design with the highest quality products. ASKO is distributed in more than 60 markets worldwide and has been selling its appliances in the United States and Canada since 1989. In the coming years, ASKO will launch many exciting new products.

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Dear Partners,

We are excited to announce an upcoming change in our distribution of ASKO products in North America. While the partnership with Sub-Zero Group has been very successful, this change will allow each brand to grow strategically.

The new ASKO distributors for the USA and Canada markets effective July 1, 2022, are:

- Pinnacle Sales Group – covering Eastern and Lower Midwest USA
- Milestone Distributors – covering Central and Upper Midwest USA
- Purcell Murray – covering Western USA
- Distinctive – covering Canada

The new ASKO Distributors will be supported by a dedicated ASKO North American team located in Atlanta, GA.

The ASKO warranty for products sold by Sub-Zero will be honored and serviced by the ASKO North American team in the USA and by Distinctive in Canada after the July 1, 2022 transition date.

The ASKO spare part distribution will be handled by the ASKO North American teams in the USA and by Distinctive in Canada effective July 1, 2022.

You will receive further communication from the ASKO distributor assigned to your territory shortly to discuss any questions you may have regarding the transition.

Sub-Zero Group is supportive of ASKO's decision and will continue to sell, distribute, and service all ASKO products in North America prior to July 1, 2022. Sub-Zero will then focus exclusively on its Cove dishwasher product line.

About ASKO:

ASKO was founded in 1950 and has been recognized globally as a Scandinavian designed super premium brand with very high-quality products. ASKO is distributed in more than 60 markets worldwide and in the USA and Canada has sold dishwashers, washing machines and tumble dryers since 1989. In the coming years ASKO will launch many new exciting product offerings.

About Pinnacle Sales Group:

For more than four decades, Pinnacle Sales Group has provided exceptional sales, marketing, distribution and support services for luxury kitchen, bath and outdoor living brands throughout the Southeast, Midwest, Mid-Atlantic, and Northeast regions of the United States. Pinnacle provides a high level of performance through strong partnerships within the channel, extensive training and brand building, and a synergistic product portfolio offering outstanding solutions in the appliance, outdoor and decorative plumbing markets.

About Milestone Distributors:

A family-owned and operated business with corporate offices in Dallas, Texas, Milestone Distributors began its mission in 1974 under the leadership of Kirk Woodall to be the premier sales, marketing, service and distribution solution to premium and luxury product vendors in the kitchen and bath industries.

Milestone develops regional and strategic sales channels based on excellent service, builds strong relationships, and provides a product and service offering that allows for significant market share within its customer base in the Central and Midwestern United States.

In its second generation of Woodall family management, Milestone continues to grow and expand its business.

"We are excited to team up to deliver the timeless design, superior performance, and trusted reliability of ASKO products to our dealer partners in the Central and Midwestern US." Ramsay Woodall, Milestone Distributors.

About Purcell Murray Company Inc:

Purcell Murray was founded by Tim Murray and Larry Purcell in 1981 as the exclusive distributor of Litton microwave ovens for the San Francisco Bay Area. Today, the company's core business is the import and/or distribution of luxury kitchen appliances and decorative plumbing products throughout the Western United States.

Purcell Murray positions itself to the market as a sales and marketing company supported by its distribution and customer service platform. The company captures market share via its sales and marketing initiatives and by being, "the channel's easiest partner with which to do business," with its strong channel relationships.

"We are thrilled to partner with ASKO to import and distribute their best-in-class dishwasher and laundry products throughout the Western United States. Engineered for high performance, efficiency and longevity with elegant Scandinavian design, ASKO has long held the industry benchmark." Kevin Murray, Purcell Murray.

About Distinctive Appliances Inc:

Founded in 1980, Distinctive recognized that the burgeoning home appliance market had an important need to meet: that of offering a full distribution service for high-end appliances, comprised of a dedicated sales and marketing team and an after-sales service department including a customer experience centre. The company's name answers its founding mission to this very day: to make the appliances we use every day in our homes, exciting and vibrant; to always be innovative and trendsetting for the North American appliance market; to be Distinctive! With its innovative vision focused on customer experience, Distinctive offers its consumers the most innovative and distinctive brands in the Canadian marketplace. Brands renowned for their diversity, variety, quality and exclusivity – not to mention models which meet the wants and needs of the most demanding customers. Distinctive is now endowed with over 300 business partners, covering Canada from coast to coast.

ASKO Americas



Jonas Lidberg
General Manager