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**Bosch Linea Refrigeration Delivers Efficiency and Performance
in a Seamless Package**

***Bosch Counter-Depth Refrigeration Achieves a Premium Built-in Look in
Any Kitchen Design***

(Huntington Beach, CA – January 20, 2009) – Bosch, the appliance manufacturer known worldwide for efficiency, quietness and quality, introduces its all-new counter-depth, side-by-side Linea Refrigeration. Ensuring efficiency without compromise, the ENERGY STAR® qualified Linea delivers superior food preservation and inventive interior features, combined with a stunning and clean design. Available in a 300, 500 and 800 Series, the lineup perfectly complements Bosch's full product suite that offers complete ECO solutions that any family can rely on.

"With the market for premium counter-depth refrigeration growing, the new Linea serves as the perfect alternative to our built-in Integra® Refrigeration, while completing the Bosch high-efficiency kitchen suite," said Michael Traub, president and CEO. "The Linea offers increased efficiency and a sophisticated design that delivers a premium built-in look for smaller kitchen spaces or limited budgets."

As the only manufacturer with entire product lines of ENERGY STAR® qualified refrigeration, laundry and dishwashers, Bosch elevates efficiency and style with the Linea. All models feature the DualCool™ system that enables independently controlled temperature settings. This system ensures consistent temperatures within each side, while eliminating the transfer of odors between compartments for more hygienic storage of food. When combined with the quiet speed compressor that quickly responds to temperature needs, the Linea ensures maximum, yet efficient, cooling performance to keep foods fresher longer. Multiple sensors throughout the refrigerator and freezer also help to maintain consistent temperatures, while the NoFrost™ system requires no defrosting, which saves time and energy.

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Bosch Linea Refrigeration

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As its name suggests, the Linea has a clean and sophisticated exterior look thanks to its truly unique door that extends all the way to the floor. This distinctive long door eliminates the appearance of a bulky grill. In addition, hidden hinges contribute to a premium and seamless built-in look in any kitchen design. The exterior is further enhanced by a flush and frameless ice/water dispenser with illumination that is perfectly integrated into the freezer door. A corresponding exterior display allows all refrigerator and freezer functions to be accessed from the outside without opening either door. This eliminates any unnecessary escape of cold air, to further maintain consistent temperatures and reduce energy consumption. The easy to clean dispenser has a large opening to accommodate tall container sizes and features a lock to prevent unwanted use.

Bosch's Linea Refrigeration also exhibits unique features such as the SuperCool™ / SuperFreeze™ functions, which enables consumers to quickly chill warm foods fresh from the supermarket by dropping the interior temperature to the lowest possible setting. Once this temperature has been reached, the refrigerator or freezer will then automatically return to its original setting. The Multi-Flow System provides high circulation of cold air throughout many openings in each compartment for more uniform and constant temperatures. Overall, this ensures that foods remain fresher longer no matter where they are placed within the interior.

800 Series

The top-of-the-line 800 Series features the unique and bright CoolGlow™ Lighting System. CoolGlow provides exceptional illumination of the interior, enabling consumers to see all of their contents so there is less spoiling and waste of foods. This U-shaped LED lighting is integrated flush along the back wall and throughout the unit to offer stunningly clear visibility of foods and easy cleaning. Separate LED lighting in the freezer and the top of the refrigerator, as well as in the exclusive FreshProtect™ Box temperature controlled drawer, serve to further brighten up the interior.

The 800 Series is distinguished by the FreshProtect Box temperature controlled drawer that keeps humidity and temperatures accurate and customized for fish, meat/poultry or produce. Resistant to external temperature fluctuations, foods kept in this drawer will stay fresher up to three times longer. The interior can also be customized to accommodate maximum storage space. The two exclusive EasyLift™ glass shelves hold 25 lbs each and are on a circular track™, making it very easy to adjust the shelves' height by up to 2 inches. The EasyGlide™ door bins are fixed onto a rail system and seamlessly glide up and down to accommodate large gallon bottles. The series also includes a sliding InfinityGlass™ Shelf, which is a frameless glass shelf, a can door and bottle rack, and an AirFresh™ Filter and Ionisator that offers the best protection against odor.

The freezer includes two cooling packs stored behind the ice/water dispenser. They can be utilized to not only protect food longer in case of a power outage, but can also be removed and used

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Bosch Linea Refrigeration

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for travel coolers. A large full-extension freezer basket eliminates any concern about limited freezer space, and is in fact large enough to accommodate large items like a Thanksgiving turkey.

The exterior LCD display and control panel allows consumers to adjust the FreshProtect Box, as well as activate functions like quick ice, which cools the freezer as cold as possible to produce more ice in a 24-hour period; ECO Mode, which saves energy and reduces lighting on the display; and Vacation Mode, which further saves on energy usage when the unit is not needed for long periods of time.

500 Series

The 500 Series includes many of the premium features offered in the 800 models including the flush LCD exterior control panel, AirFresh carbon air filter and a FreshProtect Box for customized food storage. Additional design features include one adjustable EasyLift glass shelf, two slide-out glass shelves, tilt out freezer door bins for better access, two cooling packs and spill proof glass shelves with a metallic front trim for a more premium look.

300 Series

A perfect introduction to the efficiency of Bosch refrigeration, the 300 Series Linea offers a flush LED control panel on the exterior. Three slide-out spill proof shelves can be height adjusted according to the storage needs at hand, while full-extension refrigerator drawers, gallon door bins and tilt-out freezer door bins also support maximum customization.

Linea Refrigerators will be available in April 2009 in high gloss white, black and stainless steel with a MSRP range of \$2,449 - \$3,299.

About Bosch

Bosch home appliances is part of BSH Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. Inspired by the lifestyle of today's discerning consumers, all Bosch products combine efficiency, quietness, and quality with unrivaled ease of use. Opened in 1997, the company's appliance park in New Bern, North Carolina is comprised of state-of-the-art factories for washers, dryers, dishwashers, ranges, ovens and cooktops. Known worldwide for raising standards in efficiency and quietness, Bosch is the only US manufacturer with entire product lines of ENERGY STAR® qualified dishwashers, washers and refrigeration. Bosch appliances regularly receive industry and consumer awards. In fact, Bosch dishwashers have earned the highest ranking in J.D. Power and Associates' Major Home Appliance Customer Satisfaction Study for two consecutive years. For more information, please visit www.boschappliances.com or call

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Bosch Linea Refrigeration
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800.921.9622 to request a catalog. Linea[®], DualCool[™], NoFrost[™], SuperCool[™], SuperFreeze[™], FreshProtect[™], CoolGlow[™], EasyLift[™], EasyGlide[™], InfinityGlass[™] and AirFresh[™] are trademarks of BSH Home Appliances Corporation, all rights reserved.

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