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**Intirion Expands Presence in Hospitality Market
with the Introduction of snackmate™**

*Company Addresses Unmet Market Need with Launch
of Cost-Effective Combination Refrigerator/Microwave*

Foxboro, MA, October 18, 2011 – [Intirion Corporation](#), a subsidiary of [Danby Products](#) Inc, today announced the expansion of its presence in the hospitality market with the launch of snackmate™, the latest addition to its award-winning line of [MicroFridge®](#) products.

snackmate™ is an energy efficient, combination appliance that features a compact refrigerator and microwave. It is custom designed for the hospitality market and will be a lower-priced alternative to the Company's premium MicroFridge® brand products. Intirion expects that snackmate™ will be available for customer shipments in the U.S. and Canada by the end of October.

“Many hotel and motel operators are looking to enhance the guest experience through additional amenities that provide greater convenience,” said Jim Russo, General Manager of Intirion. “snackmate™ is a price-sensitive appliance that addresses an underserved portion of the hospitality market that is seeking cost-effective combination appliances for their guest rooms. In addition to its lower price point, snackmate™ also offers our hospitality customers greater versatility. The product can be installed as a single combination appliance or customers may choose not to use the mounting bracket for custom installations. snackmate™ also comes with the same high level of customer service that MicroFridge® customers have come to rely upon.”

“snackmate™ is a mid-tier product that rounds out our portfolio and complements our premium brand, MicroFridge® with Safe Plug®. Hospitality customers can now look to us to tailor the solution that makes sense for them. In combination with our access to the Danby Products portfolio, we now can offer the hospitality market one of the broadest arrays of innovative appliances available today,” Russo concluded.

snackmate™ will initially be available in two varieties: a 2.5 and 3.4 cubic foot all refrigerator. Both units are single-door appliances that come with a detachable 0.7 cubic foot, 700 watt microwave. For color options, snackmate™ will initially be available in black.

About Intirion

Intirion Corporation, a subsidiary of Danby Products Inc, focuses on the development of products for small space living environments. The Company sells its proprietary MicroFridge® line of products, which are combination refrigerators/freezers/microwave ovens, which utilize its patent-pending Safe Plug® technology. Many MicroFridge® products are marketed throughout the United States and Canada to colleges, hotels and motels, assisted living facilities and the federal government for military housing. MicroFridge® models bear the ENERGY STAR® designation. To learn more please visit: www.microfridge.com.

About Danby Products

Founded in 1947, Danby Products is one of North America's largest household appliance marketing companies. Danby's strength is in identifying and developing innovative, quality products at competitive pricing that fit the lifestyles of today's consumers. The Company's products are marketed under six retail names: Danby®, Danby Designer®, Danby Diplomat®, Danby Premiere®, Simplicity® (Canada only) and Danby Silhouette®, as well as private brands for major retail stores. All of Danby's products meet and exceed all environmental safety standards and offer UL, CSA, NRTL and ETL recognized standards approvals. For more information on Danby and its products, please visit www.danby.com.