

## PRESS RELEASE

Fully equipped

### **Crisp and just right: New microwaves from Sharp with innovative inverter technology and humidity sensor for perfect cooking results**

The key features of the new large size combination microwave ovens from Sharp are their practical functions and ease of use. Stress-free menu preparation and pure pleasure are guaranteed: thanks to their sophisticated inverter technology, the models of the R-94ST, R-940, R97ST and R-970 series provide better cooking and thawing results. The 1050-watt microwave power saves both time and energy in preparing your meals. A special humidity sensor in the R-97ST and R-970 series adds an extra smart touch to heating up food in the microwave. All large size combination microwaves with convection and quartz grill have an easy-to-maintain 40-litre stainless steel cooking chamber. The models of the R-97ST and R-970 series will be available in the shops from November 2011. The models of the R-94ST and R-940 series will follow in January 2012.

**Europe, November 2011.** More precise energy control, high power and modern design – these are the key features of the new Sharp microwaves. Thanks to their innovative inverter technology, which controls the microwave power in finer increments – and therefore more evenly – than in conventional microwaves, food quality is better preserved during both thawing and cooking. Taste, nutrients and ingredients remain largely intact. The 3-in-1 combination ovens provide convection<sup>1</sup> and a quartz grill<sup>2</sup> in addition to the microwave function. To reduce cooking time, the microwave and convection functions or microwave and grill can be combined. The models of the R-94ST and R940<sup>3</sup> series have a total of 18 preprogrammed automatic cooking, heating and thawing programmes. The R-97ST and R-970 series have no less than 24 programmes for easier menu preparation. The easy-to-clean 40-litre stainless steel cooking chamber<sup>4</sup> has ample space to conjure up healthy and varied menus even for a large family and party guests.

#### **Perfect menus with Sensor Cook**

The humidity sensor supplied with the R-97ST and R-970 models helps to preserve food quality whilst also simplifying cooking. During the cooking process, the moisture content of the foodstuffs can be optimally calculated and automatically adjusted to the power setting

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<sup>1</sup> 1450 watt convection (40-250°)

<sup>2</sup> 1300 watt quartz grill

<sup>3</sup> A square tin and square shelf are supplied as standard for the R940-BK, R-97ST, R970 W and R-970IN models. These accessories are available as options for the R-940 W and R-940 IN microwaves.

<sup>4</sup> The volume of the cooking chamber is calculated from the maximum measured width, depth and height. However, the actual capacity of the chamber in terms of food quantities is smaller.

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and cooking time. The result is crisp, fresh and just right: whether fresh vegetables, soup or fish, the sensor prevents overcooking. Even rice and pasta now only come to the plate "al dente", because cooking vapour and moisture content are continually measured, and the remaining cooking time is constantly adapted to the changed values. With the humidity sensor, the microwave also stops the cooking process automatically as soon as the perfect thawing and cooking result is attained.

"Our flagship models with humidity sensor, in particular, provide extremely simple cooking at the touch of a button," says Beate Moresmau, Manager Marketing and Product Planning White Goods at Sharp Electronics (Europe) GmbH. "We are delighted that our innovations make everyday meal preparation simpler and also help to produce nutritious and healthy meals through a more sensitive cooking process." With their inverter technology, the combination microwaves save not only time but also energy. The 1050-watt models provide highly efficient energy conversion and have a power save mode, with a power consumption of less than 0.5 watt in Off mode.

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### **Sharp EUROTOP Sponsoring**

Sharp Electronics Europe GmbH is a UEFA EUROTOP sponsor from August 31, 2010 to December 31, 2013. The sponsorship agreement enables Sharp to activate marketing rights across several UEFA national team tournaments during this period. After the European Under-21 Football Championship and the qualifying games for UEFA European Football Championship 2012, the sponsorship partnership will reach its climax in June and July 2012 with the European Championship finals in Poland and Ukraine, coinciding with Sharp's centenary celebrations. The sponsorship agreement comes to an end in December 2013 and in addition to UEFA EURO 2012(TM) covers the European Futsal Championship 2012, the European Under-21 Football Championship 2011 & 2013 and the European Women's Football Championship 2013. During the term of the agreement, Sharp will be drawing on its years of experience in sports sponsorships.