

Mitsubishi Electric Cooling & Heating Helps Transform Philadelphia Kitchen on DIY Network’s “Kitchen Impossible”

SUWANEE, Ga., November 17, 2011 – The Sunday, Nov. 20, episode of [DIY Network’s](#) TV series — [Kitchen Impossible](#) will feature cooling and heating equipment donated by Mitsubishi Electric Cooling & Heating ([Mitsubishi Electric](#)), America’s No. 1 selling brand of ductless cooling and heating systems.

In the upcoming episode, titled —Sticky Situation, the Kitchen Impossible team, which comes to the rescue of homeowners who are overwhelmed with a kitchen renovation, tackles the Sewell family’s older kitchen in Philadelphia. Built before the widespread availability of central air systems, the room had no ductwork, and both the homeowners and the renovation team wanted to preserve the traditional look of the kitchen.

Kitchen Impossible producers looked to Mitsubishi Electric for a ductless HVAC solution. Mitsubishi Electric’s energy-efficient ductless heat pumps require no ductwork, need only a 3-inch hole in the wall to install and would leave intact the historical integrity of the home and its kitchen. The producers ultimately chose an M-Series Hyper-Heating (H2i®) model, which can heat the space effectively even when temperatures outside are down to minus 13 degrees Fahrenheit, and needs no supplemental heat source — the perfect solution for getting the Sewell family through Philadelphia’s severe winters — while still keeping the room cool in the summertime.

The Mitsubishi Electric split-ductless heat pump unit installed in the Sewell family kitchen exemplifies how a heat pump can be the ideal solution for the renovation of an older space, says Marc Zipfel, director of product marketing, Mitsubishi Electric Cooling & Heating. The systems don’t require extensive demolition of the existing structure, and a qualified contractor can usually install it in a day or less. What’s more, the Sewell family can enjoy the kitchen of their dreams without facing increased utility bills.

For the kitchen remodel, Mitsubishi Electric donated the split-ductless heat pump system, which was supplied by ABCO HVACR Supply + Solutions, Philadelphia, and installed by Sila Heating & Air Conditioning, a certified Mitsubishi Electric contractor headquartered in King of Prussia, Pa.

In addition to the episode's Nov. 20 premiere, encore showings will air on Tuesday, Nov. 22, at 4:30 p.m. EST/PST and Friday, Dec. 9, at 5:00 p.m. EST/PST. To learn more about Mitsubishi Electric Cooling & Heating, visit www.mitsubishicomfort.com.

###

About Mitsubishi Electric Cooling & Heating

For more than 30 years, Mitsubishi Electric Cooling & Heating, headquartered in Suwanee, Ga., has been a leading marketer of intelligent air-conditioning and heating technology, manufactured by its parent corporation, Mitsubishi Electric. The Division's market distribution includes North America, Latin America, the Caribbean and Bermuda. In 1982, Mitsubishi Electric was the first to introduce its state-of-the-art split-ductless air conditioners and heat pumps in North America. The company soon expanded, adding to its product line CITY MULTI® variable refrigerant flow (VRF) zoning heat pump systems that use INVERTER technology and offer simultaneous cooling capabilities; compressors; and a full line of air-conditioning accessories. Mitsubishi Electric Cooling & Heating products have won numerous awards for innovation and excellence, including the 2012 BuildingGreen Top-10 Products Award for split-ductless and VRF systems and the 2011 AHR Expo Product of the Year Award for the Dedicated Outdoor Air System. For more information, visit www.mehvac.com or follow Mitsubishi Electric on [www.Facebook.com/MEHVAC](https://www.facebook.com/MEHVAC), [www.Twitter.com/MitsubishiHVAC](https://www.twitter.com/MitsubishiHVAC), and [www.YouTube.com/MitsubishiHVAC](https://www.youtube.com/MitsubishiHVAC).

About "Kitchen Impossible"

Kitchen Impossible, now in its seventh season, is produced by Nancy Glass Productions. It's executive-produced by Nancy Glass and Cindy Connors. When it comes to a kitchen, renovation can literally bring down the house. Homeowners want a showplace but often end up overwhelmed, out of money and frustrated with the process of overhauling their kitchen. On DIY Network's Kitchen Impossible, carpenter and electrician Marc Bartolomeo works with homeowners to achieve the kitchen they've always wanted. But getting the job done right can mean changing plans or ripping out existing construction. Our cameras are there to capture the twists and turns that come with home improvement. In the end, Marc shows homeowners that with a little work and ingenuity, getting their dream kitchen is never impossible.

Contact: Jordan Wells
Griffin & Company, Inc.
888/420-0256 ext. 120
MIT/1011/48