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## BIOGRAPHY

*Alex Siow CEO, Fuego*

Mild-mannered for an iconoclast, Alex Siow has an uncanny ability to create entirely new categories of products where none have existed before—products that immediately fulfill a deep, yet, yearning desire in upscale consumers and designers. It is little wonder that Siow is known as “the visionary” behind Fuego.

Siow brings an impressive resume to Fuego. After founding the San Francisco-based Zephyr Ventilation in 1997, Siow has directed the company with his vision, marketing expertise, strategic planning and management skills. The company has grown 60% annually since its inception and plans on achieving \$28 million in revenue for 2006. Zephyr is now one of the fastest growing companies in the high-end home product category, renowned for its ability to combine uncompromising functionality with museum-quality design. It was also Siow who created the world’s first signature designer line of kitchen ventilation hoods. Prior to co-founding Fuego with industrial designer, Robert Brunner, Siow had already enjoyed close working relationships with other world-renowned designers such as Fu Tung Cheng (whose innovations with organic materials redefined interior design) and David Lewis (of Bang & Olufsen fame).

Even prior to the founding of Fuego, its two creative forces had admired each other from afar: Siow was familiar with Brunner’s work, and Brunner had already held Zephyr—and Siow—in high

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esteem. Their meeting and subsequent partnership was as organic as the product that brought them together and inspired the Fuego lifestyle they partnered to define. As CEO of Fuego, it's incumbent upon Siow to keep his finger on the pulse of the market; to orchestrate the intricate symphony of design, manufacture, and marketing; and to continually keep innovation and design the driving force behind Fuego.

Yet all of these are in a day's work for the young entrepreneur. Siow's specialty lies in his ability to recognize gaps in the market continuum and capitalize on his industry knowledge and market research. For example, he noticed what now seems obvious: There is currently a wide and underserved segment of consumers who would love to finally enjoy design in their outdoor furniture and cooking. Which brings up another opportunity that Siow is quick to point out: Since the Fuego grill is an entirely new and unique product, its creation and marketing effectively eliminates the cost of competing—because there simply is no competition.

Siow's unique marketing vision, creative business approach and innovative ventilation hood designs have received an enormous amount of media attention. Siow has been featured in The San Francisco Business Times, Fortune Small Business and on CNN's "Breaking Big." The Zephyr product lines have been covered in hundreds of national publications and newspapers, including: Gourmet magazine, Metropolitan Home, Robb Report and The Wall Street Journal.

A graduate of the University of San Francisco, Alex Siow lives in the Bay Area.

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