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FOR IMMEDIATE RELEASE

**LEADING DESIGNER AND MANUFACTURER OF OUTDOOR GRILLS EXPANDS
MANAGEMENT TEAM**

**Fuego's Continued Business Success Leads to Appointment of Erica Saucedo as In-House
PR Manager**

SAN FRANCISCO, November 17, 2008—San Francisco-based Fuego North America, designer and developer of industry-redefining Fuego outdoor grills, is proud to announce a new addition to the management team. Erica Saucedo has been appointed PR Manager.

With PR experience spanning both agency and in-house, Saucedo will be responsible for the development and implementation of strategic PR activities for Fuego. Saucedo managed the launch of the Fuego 01 grill in 2006 at her previous agency and was a driving force behind Fuego's PR success. At Fuego, Saucedo will spearhead all editorial outreach programs, advertising strategy, community relations, internal communications, event and tradeshow coordination.

“As Fuego continues to grow, it is important that we maintain a strong presence in the industry and receive ongoing PR around the company and products we manufacture,” says Alex Siow, president and CEO of Fuego North America. “Given Erica's experience with Fuego's business and complete product line, combined with her strong media relationships and agency experience, we are confident that she will bring Fuego to a new level and help grow our brand.”

Saucedo's PR experience covers a wide range of industries including indoor/outdoor consumer home products, luxury goods, consumer technology, restaurants, banking and automotive. She has managed extensive PR programs, coordinated national media tours and events, developed and executed campaigns around Web 2.0 and has secured coverage

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in leading print, broadcast and online outlets.

Saucedo graduated from California State University, Sacramento with a B.A. in Communication Studies and received a minor in Spanish from Universidad de Granada. She resides in San Francisco and enjoys travel, tennis and exploring the city.

About Fuego

Fuego North America designs and manufactures products that challenge the status quo in outdoor entertaining. The company has created a modernist rethink of the grilling experience, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, Fuego offers products that create the ultimate outdoor social hub. The Fuego grills have received international recognition, such as the iF Product Design Award, Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about the Fuego grills, the company and its people, contact Fuego North America at 888.88.FUEGO, or visit www.fuegoliving.com.

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