



FUEGO

TM

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FOR IMMEDIATE RELEASE

A GRILLING REVOLUTION

Fuego Debuts The Category-Redefining Fuego 01

SAN FRANCISCO, Calif., April 21, 2006—There has been an evolution in outdoor cooking. What began as a caveman’s fire in a pit, eventually became a fire in a metal bowl (a.k.a., the barbecue grill), which eventually grew into its current backyard-monstrosity configuration. Finally, this has changed with the introduction of FUEGO, the first company to realize that outdoor grilling is more than a cooking event; it is also a social event. And from this realization was born an entirely new concept in outdoor cooking: The company’s signature product, dubbed Fuego 01. Unlike any grill on the market today, the Fuego combines breakthrough technology with museum-quality aesthetics to create a new focal point for outdoor entertaining. Designed for high density urban dwellers where space is not a luxury, Fuego offers a sleek alternative for those who believe great design and maximizing efficiency and utility is the way of everyday life.

The brainchild of FUEGO founders Alex Siow (also the founder of Zephyr Ventilation) and Robert Brunner (a partner at the San Francisco office of Pentagram Design), the Fuego is, in its creators’ words, “an architectural reinvention of outdoor grilling.” At first look, the Fuego does not resemble

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anything else made for outdoor cooking, as it is crafted of brushed stainless steel, farmed teak and slate countertops and a cast iron grilling surface. The traditional, bulky grill lid is replaced with a slim lid that vanishes within the unit when not in use. The geometric slots on the front and back of the Fuego are not just for design appeal: they are also part of a modular storage system, which accepts everything from spice jars to champagne buckets and food trays to assist the grill master in action.

The Fuego's island configuration is designed with approachable features such as surrounding work counters and food prep trays for guests to gather and sip champagne, while participating in the hibachi style grilling experience. In addition to its innovative design and functional mobility (equipped with hidden swivel caster wheels for ease and convenience), the Fuego (42-inches) is also high-tech. Featuring a patented hybrid cooking system, which can be changed to gas, gas-fired infrared, and traditional charcoal, Fuego is designed with a patented 'quick change' drawer system where the user can determine the type of fuel of their choice. There is even a first-ever grill-surface temperature thermometer to gauge cooking time. A gentle chime will sound to indicate when food is done.

"The Fuego 01 represents a modernist departure from traditional outdoor cooking, brought to life in the finest materials and technologies," notes Siow. "It's how we want to introduce our broad, untapped market of savvy urbanites to what we believe is 'a grilling revolution.'"

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The logo for FUEGO, featuring the word "FUEGO" in white, uppercase, sans-serif font on a red rectangular background. A small "TM" trademark symbol is located at the bottom right of the red rectangle.

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FUEGO has created a modernist rethink of outdoor living, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, FUEGO offers the first outdoor grill designed as an entertainment center and social hub for the backyard. For complete information about Fuego 01, 02, the company, and its people, contact FUEGO North America at (415) 558 7151, or visit www.fuegoliving.com.

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