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FOR IMMEDIATE RELEASE

FUEGO 01 GRILL WINS INTERNATIONAL AWARDS FOR ITS INNOVATION IN DESIGN

Revolutionary Rethink Of Outdoor Grilling Is Hailed By Prestigious Design Competitions

SAN FRANCISCO, Calif., July 24, 2007—The recently-launched [Fuego 01](#) grill has received international attention from two of the world's most prestigious design competitions. Recognized for its breakthrough design, innovation and aesthetic, the *Fuego 01* is a recipient of the 2006 Good Design Award presented by the [Chicago Athenaeum](#), a 2007 Product Design Award from the [International Forum](#) and a 2007 Gold [IDEA](#) (International Design Excellence Awards).

The revolutionary new grill was created by award-winning designer Robert Brunner, formerly director of industrial design for Apple Computer. Brunner's product designs have won 23 IDSA Awards from the Industrial Designers Society of America and he has been widely published in North America, Europe, Asia, and Australia. His work is included in the permanent collections of the Museum of Modern Art (MoMA) in both New York and San Francisco.

Alex Siow, Fuego CEO, is also no stranger to the spotlight. He has received media acclaim nationally for his ability to start up successful companies such as Zephyr Ventilation, manufacturer of high-end ventilation hoods.

"We are honored to be recognized by two of the most esteemed design competitions in the world," said Siow. "We will continue to challenge the status quo as we bring new products and design concepts to the market."

[Chicago Athenaeum Good Design Award](#)

The Chicago Athenaeum's Good Design Award was established in 1950 by Edgar J. Kaufman, Jr., and is one of the world's oldest and most celebrated awards programs. The program recognizes designers and manufacturers for advancing new and innovative product concepts that push the envelope beyond what is considered standard product and consumer design. Entries from more than 25 countries were submitted this year, adding to the prestige of the *Fuego 01*'s award recognition.

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[International Forum Design Award](#)

Established in 1953, the iF design award is regarded as one of the most important design competitions worldwide. In 2007 over 2,200 entries were submitted for the iF Product Design Award from 35 different countries. The jury that selected the *Fuego 01* believed the product successfully asserted itself in a highly competitive, international environment, and stood out from the competition with its modern yet simplistic design.

[International Design Excellence Awards](#)

The International Design Excellence Awards are dedicated to fostering business and public understanding of the importance of design excellence to the quality of life and the economy. Winning the IDEA is a distinction like no other that brands designs as the very best in the business, among the design community, clients and consumers around the world.

[About Fuego:](#)

Fuego North America designs and manufactures outdoor kitchen appliances that push the envelope in outdoor entertaining. Fuego is 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 the first outdoor grill designed as an entertainment center and social hub for the backyard. The *Fuego 01* has received international recognition, such as the iF Product Design Award, the Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Awards). For more information about *Fuego 01, 02*, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit www.fuegoliving.com.

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