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FOR IMMEDIATE RELEASE

FUEGO'S AGGRESSIVE GROWTH LEADS TO EXPANSION OF MANAGEMENT TEAM

John Wilkens Announced As Fuego North America's New National Sales Manager

SAN FRANCISCO, June 12, 2008—[Fuego North America](#), creators and developers of the industry-redefining Fuego outdoor grills, is proud to announce its newest addition to the Fuego team, national sales manager John Wilkens. The recent addition of Wilkens to Fuego's management team is a direct result of the company's accelerating growth in the outdoor living category. In his new role, Wilkens will execute the company's sales plans, assist in the strategic planning of sales of new products, and lead national accounts and regional distributors to exceed sales forecasts.

"As Fuego continues to expand its product line, John's strong sales background and demonstrated success will continue to establish the Fuego brand as the authority in the outdoor living lifestyle," says Alex Siow, president and CEO of Fuego North America.

As an industry veteran, Wilkens brings to Fuego more than 25 years of experience in the retail, contract and wholesale segments of the appliance and consumer electronics markets. Before joining the Fuego team, Wilkens served as the Florida area appliance manager for Ferguson Enterprises, Inc., where he developed wide-ranging marketing programs, implemented delivery and installation programs, and recruited and trained sales associates. Wilkens has also showcased his strong marketing and sales acumen at Whirlpool Corporation, Florida Builder Appliances, Inc., and Silo, Inc. He has served in a management capacity in each of the previous organizations.



John Wilkens
National Sales Manager
*Photo Courtesy of
Fuego North America*

Wilkens resides in Pompano Beach, Fla. with his wife. When he's not implementing sales strategies for Fuego's national area, Wilkens enjoys golfing and fishing.

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.

Photo: John Wilkens, National Sales Manager

Photo Credit: Fuego North America

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