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FOR IMMEDIATE RELEASE

**FUEGO PARTNERS WITH PINNACLE EXPRESS, INC.**

**Developer Of Revolutionary Fuego Grills Continues To Expand Distribution To Southeast**

SAN FRANCISCO, Sept. 25, 2008—[Fuego North America](#), creators and developers of the industry-redefining Fuego outdoor grills, is pleased to announce its new distribution partnership with Pinnacle Express, Inc. headquartered in Lake Hamilton, Fla. The addition of Pinnacle Express will expand Fuego's rapidly growing distribution network across the Southeast region of the United States.

"We are extremely proud to work with such a reputable distributor," says Alex Siow, president and CEO of Fuego. "Their presence in the Southeast region furthers our goal to constantly expand the Fuego brand, and make our products more easily accessible to our customers."

Pinnacle Express has been a distributor of premium home products since 1981 and will now provide the entire Fuego product line in Florida, Georgia, South Carolina, North Carolina and Alabama.

The complete Fuego product line is available throughout the United States from an extensive distribution network. For a complete listing, visit [www.fuegoliving.com](http://www.fuegoliving.com).

**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](http://www.fuegoliving.com).

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