



Media Contact:

Erica Saucedo • erica@fuegoliving.com
Fuego North America
415.249.3186 *direct*

FUEGO NORTH AMERICA AND VINOTEMP INTERNATIONAL ANNOUNCE EXCLUSIVE PARTNERSHIP

New Distribution Channel Enables SF-Based Design Company To Reach Mass Market

SAN FRANCISCO and Rancho Dominguez, Calif. April 6, 2009— Fuego North America®, the award-winning design company that has revolutionized outdoor entertaining, today announced a partnership with Vinotemp International, a leader in the wine storage industry, to offer consumers a new line of outdoor products: Element by Fuego™.

The product line, available early in May, will combine Fuego's modern design and patented technology with Vinotemp's mass distribution and retail channel partnerships.

“The partnership with Vinotemp is enabling us to bring intelligent design to an audience hungry for innovation,” says Alex Siow, Fuego CEO. “A mass market sub-brand is a natural extension to our current product offering and strategic step toward making Fuego a household name.”

While Fuego will continue to offer its line of high-end outdoor grills and kitchens through luxury appliance showrooms and outdoor furniture retailers, the new sub-brand will enable the company to diversify its market share and reach leading big box retailers.

The current state of the economy has proven that consumers are cutting back on costs and spending more time at home, yet are still looking for innovative and affordable new products that challenge the status quo. Element by Fuego responds to this market demand and offers consumers an attainable line of products with a smart design aesthetic.

“After providing custom wood wine cabinets for a niche luxury market, we later saw the opportunity to offer the same quality products to consumers for a much better value, by going mainstream with wine appliances and materials,” says India Hynes, President of Vinotemp International. “This experience has allowed us to help bring Fuego's design-forward and affordable new products to the mass market through our established retail channel.”

The first product conceived from the Fuego/Vinotemp partnership is the Element™ outdoor grill, which features four cooking options, patent-pending technology and multiple color options at an affordable price. Consumers can visit www.elementbyfuego.com to place early online orders.

- more -

1500 Sansome St.
Roundhouse One
San Francisco, CA 94111

415.558.7151
www.fuegoliving.com



Page 2

FUEGO NORTH AMERICA AND VINOTEMP INTERNATIONAL ANNOUNCE EXCLUSIVE PARTNERSHIP

New Distribution Channel Enables SF-Based Design Company To Reach Mass Market

“The new Element grill shares a lot of the same characteristics that have contributed to Fuego’s success, such as the smart design, multiple cooking options and innovative features,” says Siow. “However, the new family of products are more compact, approachable and affordable; they’re truly unlike anything you see on the market today.”

About Element by Fuego

Element by Fuego is a new family of products that leverages the pioneering product design of the award-winning company Fuego North America. This enables us to bring smart, new products to a broad new marketplace, making intelligent and exciting design affordable and approachable. For more information about Element by Fuego contact 888.883.8346 or visit www.elementbyfuego.com.

About Fuego North America

Fuego North America designs and manufactures luxury outdoor products with streamlined functionality, innovative technology and a smart design aesthetic. Headquartered in San Francisco, Fuego sells its products throughout the U.S., Asia, Australia, Canada and Europe. The Fuego grills are a modernist rethink of outdoor entertaining and have received the iF Product Design Award, Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about Fuego North America, contact 888.883.8346 or visit www.fuegoliving.com.

About Vinotemp International

Vinotemp International has been building premium wine cabinets for more than 20 years. It has been producing custom cabinetry for customers like the Bellagio, The Wynn, MGM, Paris and other Casinos in Las Vegas, along with Establishments such as: the Hard Rocks, the Ritz Carlton’s, House of Blues, Houston's Restaurants and more. Most of the top celebrities in Hollywood own a Vinotemp Wine Cabinet. Vinotemp International reaches other continents with custom wine cabinets and lockers in places like Macau and Russia. For more information about Vinotemp International, contact 800.777.8466 or visit www.vinotemp.com.

#

1500 Sansome St.
Roundhouse One
San Francisco, CA 94111

415.558.7151
www.fuegoliving.com