



For Immediate Release

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The Perfect CampfireGrill™
BUILDS A FOLLOWING AMONG CAMPERS AND RVers
WHO WANT TO GET BACK TO BASICS

Michigan entrepreneur creates a niche in the growing camping market.

Ortonville, Mich., April 5, 2006 – The idea for **The Perfect CampfireGrill™** came to **Jeffrey D. Walker** of Ortonville, Michigan when he was on a camping trip in northern Michigan with his baseball team. The team wanted steaks on the open fire and there was nothing to put them on.

Today, **Walker**, 46, as owner and president of **CampfireGrill LLC**, manufacturers of **The Perfect CampfireGrill™**, has plenty of places to grill his steaks. His company sells grills all over the United States via its website at www.campfiregrill.com and through such retailers as **Dunham's, MC Sports and General RV Center**. The grill is becoming popular among tent and RV campers and boaters, as well as for beach parties and picnics.

The Perfect CampfireGrill™, made of heavy-gauge steel, was designed by **Walker** to enable a large grilling surface to be safely suspended over an open fire pit. At 20 by 25 inches, the original **The Perfect CampfireGrill™** can easily hold 24 strip steaks, 70 hot dogs or 30 large burgers. The grill is attached to a steel post that goes into the ground enabling the grill to turn 360 degrees for easy and safe food removal. A huge feature of the product is its one-inch raised edge that prevents foods from falling into the fire.

The Grill's heavy-gauge steel construction enables easy clean up with a steel grill brush. For more thorough cleaning, the product can be submerged in soap and water.

In 2006, **The Perfect CampfireGrill™** will launch a new round version plus smaller designs for bikers and hikers. Plans are also to expand a line of grilling tools and accessories as well as add outdoor apparel such as sweatshirts and grilling aprons.

"Customer feedback tells us that more campers are looking for low-tech solutions for optimizing their outdoor grilling experience. **Walker** said. "**The Perfect CampfireGrill™** offers easy assembly with a large, but highly stable and safe grilling surface. We are thrilled with the reactions we are getting to our product all over the country."

Purchasers of **The Perfect CampfireGrill™** also receive grilling utensils, a hot pad and grill mitt in a handy tote.

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Walker, an avid camper, outdoorsman and outdoor cook, spent years perfecting **The Perfect CampfireGrill™** before launching the product in fall 2005. He used his skills as a manufacturing tool and die maker to create a finely-engineered product that will meet his own tough criteria. Product testing was done with family members and friends.

“Jeff has created a product that has high appeal among our recreational vehicle buyers,” said **Wayne Micallef**, **parts director of General RV Center**, one of the largest volume RV dealers in the United States. “The quality and functionality of **The Perfect CampfireGrill™** make it a natural for anyone who is looking for an easy way to prepare great food as part of their camping experience.”

In the United States, the camping market is booming. According to **Camping Life magazine**, more than 68 million people go camping each year.

Walker's company, **CampfireGrill LLC**, is located in Ortonville, Michigan, at the northern tip of Oakland County, gateway to the wooded north and home of the thriving Automation Alley technology corridor. All product development and design are done in Ortonville, while the product is produced in China to control costs.

The Perfect CampfireGrill™, including grilling utensils and accessories, sells for \$69.95, including shipping and handling, on the company's website at www.campfiregrill.com. Retail prices vary. All products are guaranteed.

So what is **Walker's** favorite food to grill on **The Perfect CampfireGrill™**? It's definitely big, thick burgers – with a twist. His favorite burger topping? Peanut butter.

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EDITOR'S NOTE: For an electronic version of this news release and photos, go to www.campfiregrill.com and click on Media Info.