



For Immediate Release

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At 2007 Outdoor Retailer Summer Market

The Perfect CampfireGrill™ INTRODUCES NEW CAMPER GIFT PACK; OTHER NEW PRODUCTS PLANNED FOR 08

Salt Lake City, Utah, August 9, 2007 – The Perfect CampfireGrill,™ which produces a line of high-quality, over-the-campfire grills, will introduce a new **Camper Gift Pack** featuring novelty campsite apparel and cooking items. It will be introduced at the **2007 Outdoor Retailer Summer Market Show** in Salt Lake City.

The Perfect CampfireGrill™ **Camper Gift Pack** will include a barbecue mitt, grilling apron, t-shirt and baseball cap. Some items will be imprinted with the company's slogan, "Our Weenies Never Fall Off!" promoting the one-inch raised edge that is unique to the company's grills and prevents food from falling into the campfire.

The **Camper Gift Pack** was designed in response to customer requests and strong sales of individual gift items on the company's website at www.campfiregrill.com.

"We have learned through our website that campers are looking for products that make the camping experience more enjoyable," said **Jeffrey D. Walker, president of CampfireGrill LLC which owns The Perfect CampfireGrill™** brand. Our grills and now our gift products have been developed based on what we hear from our customers. The **Camper Gift Pack** is a perfect companion to our grills."

MSRP for the **Camper Gift Pack** is \$28.90. Each of the items can also be ordered separately for resale or for in-store promotions and giveaways. Individual item prices will vary.

The **Camper Gift Pack** will be available in fall 2007.

For 2008, The Perfect CampfireGrill™ plans on introducing a **new charcoal and wood grill pan** for use with its existing grills. The grill pan fits under the grilling surface and provides campers with greater versatility and flexibility in areas in which ground fires are inappropriate or not allowed. The Perfect CampfireGrill™ will also introduce a line of spices and marinades, a cookbook and barbecue tools.

Walker, an avid camper, outdoorsman and outdoor cook, originally created the grills for his baseball team so that they could grill steaks on their camping trips. He used his skills as a manufacturing tool and die maker to create a finely-engineered product to meet his own tough criteria. Walker spent years perfecting **The Perfect CampfireGrill™** before launching the product in fall 2005.

The Perfect CampfireGrill™ is a brand of **CampfireGrill LLC**, located in Ortonville, Michigan about 50 miles north of Detroit. For information, go to www.campfiregrill.com or contact Walker at jeffwalker@campfiregrill.com or 248-627-1172.

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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**.