



For Immediate Release

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2007 Outdoor Retailer Summer Market

**The Perfect CampfireGrill™ NEW MOBILE GRILLS
POPULAR WITH ADVENTURE SEEKERS, ON THE GO CAMPERS;
COMPANY OFFERS TIPS FOR “OFF ROAD” CAMPFIRE SAFETY**

Salt Lake City, Utah, August 9, 2007 –The Perfect CampfireGrill™ new smaller, more mobile grills for cooking over the open campfire have quickly become popular among adventure seekers and campers on the go, tripling company sales in only its second full year. The new grills – the **Rebel, Pioneer and Explorer** – are being featured at the **2007 Outdoor Retailer Summer Market in Salt Lake City.**

Jeffrey D. Walker, president of CampfireGrill LLC, which owns **The Perfect CampfireGrill™** brand says company research told them that campers want grills that are **easier to pack, carry and store in smaller cars, motorcycles, bicycles and canoes.** He says that more campers are doing their camping “off road” to get away from crowds and get back to nature.

“Our new grills have gotten a lot of attention around the country,” **Walker** said. Our original large surface grill continues to do well. Many of our customers are on the go and want grills that are easily portable. All terrain and off-road vehicles means that today’s campsite can be just about anywhere.”

For greater mobility, **The Perfect CampfireGrill™ Rebel and Pioneer** are assembled with a two-piece stake that goes into the ground; the **Explorer** has folding legs. All three grills have more compact grilling surfaces and feature the company’s **unique raised edge that prevents food from falling off into the fire.** The grills also include a new **durable carrying bag** for easy transport.

Features of the new products include:

The Rebel (MSRP: \$40) fits easily into bicycle and motorcycle saddlebags. It can be used over the campfire or as a charcoal grill where campfires are not permitted. At 10 by 12 inches, **The Perfect CampfireGrill™ Rebel** is the smallest of **The Perfect CampfireGrill™** products.

The Explorer (MSRP: \$30) with its folding legs can be set up at any campsite on the beach, in rocky terrain or at a conventional campsite. The grill provides 12 by 18 inches of grilling surface. When its legs are folded, its 1 ½ inch thickness makes it easy to transport in most backpacks and gear bags.

The Pioneer (MSRP: \$40) provides a circular 18-inch diameter grilling surface that is perfect for weekend getaways and family outings. It is easily packed into smaller vehicles.

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The Perfect CampfireGrill original grill (MSRP: \$60), launched in 2005, continues to be popular for its large 20 by 25-inch grilling surface that can easily hold 24 strip steaks, 70 hot dogs or 30 large burgers.

Given that more campers appear to be leaving the main trails for more secluded campsites, **Walker** says they should take **special precautions with their campfires**.

1. Check restrictions.

Check on the internet with individual states or recreation areas to see if there are any campfire regulations or bans, or if a permit is needed.

2. Carefully locate your fire.

If the area you are in does not have fire pits, but fires are permitted, choose an open area that's upwind and at least 15 feet from brush, logs, tents, standing trees or wood structures on level, steady ground. Avoid the base of steep hills since fire travels uphill quickly.

3. Build a campfire ring

Clear a circle 10 feet in diameter down to bare dirt. Hollow out a fire hole two feet across and five to six inches deep and line it with flat, dry rocks. This will help contain the fire as well as heat the rocks to keep the fire warm.

4. Build the fire.

Fill the fire area with tinder or small twigs, wood shavings, dry leaves or grass, dry needles or bark. Gather dead and downed wood (leave standing trees, dead or alive, intact) and layer this kindling on top of the tinder. Once the kindling is lit and the fire is in full blaze, slowly add larger pieces of wood. Distribute the wood evenly in the campfire ring, not just in the center. Never use gas or any other flammable liquid to start your fire. Keep a bucket of water and a shovel nearby for emergencies. Never build a fire on a windy day.

5. Tend to the fire.

The size of the fire should not exceed three feet in height or diameter. Once the flames subside, use a stick to push the coals to the center, then fan the coals outside. Pay attention to embers that may blow out of the fire. Do not discard glass, metal, plastic or aluminum foil into the fire. Never leave your campfire unattended and keep small children and pets away.

6. Cook your meal.

Place your grill over the fire. Never put food directly in the fire since it will burn on the outside and be raw on the inside. As the fire diminishes, use a tool to turn the rocks inward to get the most heat.

7. Put out the fire.

Put your fire out at least one-half hour before you start to break camp. Pour water over the ashes and spread soil on top. Mix until all the embers are completely out. If you feel any warmth in the ashes, the fire is not out.

Walker, an avid camper, outdoorsman and outdoor cook, created the grills for his baseball team so 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 more 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.