



For Immediate Release

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At 2007 Outdoor Retailer Summer Market

The Perfect CampfireGrill™ NEW SMALLER, MORE MOBILE GRILLS BOOST SALES

Salt Lake City Utah, August 9, 2007 –The Perfect CampfireGrill™ new smaller, more mobile grills for cooking over the open campfire have quickly established a niche in the marketplace boosting 2007 sales to date to triple that of 2006, says **Jeffrey D. Walker, president of CampfireGrill LLC**, which owns **The Perfect CampfireGrill™** brand. The products were showcased at the **2007 Outdoor Retailer Summer Market, August 9-12 in Salt Lake City.**

Walker projects sales of more than \$300,000 in 2007, the company's second full year of operation.

The Perfect CampfireGrill™ Rebel, Pioneer and Explorer, introduced earlier this year, were designed in response to the company's market research and customer feedback that said campers want grills that are **easier to pack, carry and store**. Many campers want grills with greater mobility to fit into **smaller cars, motorcycles, bicycles and canoes**.

"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. At the same time, the camping market has tremendous diversity with many segments each looking for a different grilling experience."

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.

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*.