



For Immediate Release

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The Perfect CampfireGrill™
INTRODUCES NEW LINE OF GRILLS
FOR HIKERS, BIKERS, WEEKENDS

Salt Lake City, Utah, August 10, 2006 -- The Perfect CampfireGrill™ is introducing what may be the perfect "road grill" for hikers, bikers and campers who want to grill anywhere. The Perfect CampfireGrill new product line will be rolled out at the **Outdoor Retailer Summer Market Show August 10-13 in Salt Lake City, Utah.**

The Perfect CampfireGrill,™ a growing line of high-quality, steel-constructed grills for over the campfire, will introduce three new grills designed to provide greater mobility and ease of use to campers on the move. All products feature the company's unique one-inch raised edge that prevents food from rolling into the campfire. Most of the grills are attached to a steel post enabling the grill to turn 360 degrees for easy and safe food removal.

These products join the **original The Perfect Campfire Grill,™ (suggested retail price: \$60)** launched in 2005, which provides a large 20 by 25-inch grilling surface. The new products include:

The Perfect CampfireGrill Rebel™ (suggested retail price: \$45)

The most unique feature of **The Perfect CampfireGrill™ Rebel** is that it can be used over the campfire or as a charcoal grill. The charcoal pan under the grill rack enables grilling where campfires might not be permitted. At 10 by 12 inches, **The Perfect CampfireGrill™ Rebel** is the smallest of **The Perfect CampfireGrill™** products. It fits easily into bicycle and motorcycle saddlebags and backpacks.

The Perfect CampfireGrill™ Explorer (suggested retail price: \$30)

The Perfect CampfireGrill™ Explorer 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 Perfect CampfireGrill™ Pioneer (suggested retail price: \$40)

For weekend getaways and family outings, the circular **The Perfect CampfireGrill™ Pioneer** provides a sizable 18-inch diameter grilling space. It is easily packed into smaller vehicles.

Each **The Perfect CampfireGrill™** product comes with its own easy-to-clean nylon carrying case.

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“The diversity of the camping market calls for a variety of products for different lifestyles,” said **Jeffrey D. Walker**, **president and founder of CampfireGrill LLC**, which owns **The Perfect CampfireGrill™** brand. Many of our customers are on the go and want grills that can easily travel with them. We are excited about the new line and are looking at developing additional products to further enhance the camping and grilling experience.”

The Perfect CampfireGrill™ products, all designed by **Walker**, are made of heavy-gauge steel and enable a large grilling surface to be safely suspended over an open fire pit. The grills are rapidly becoming popular among tent and RV campers and boaters, as well as for beach parties and picnics.

The Perfect CampfireGrill™ products are sold all over the United States through such retailers as **Dunham’s, Recreation Equipment, Inc. (REI), MC Sports** and **General RV Center**, and via the company’s website at www.campfiregrill.com. Products are distributed in the United States and Canada through **Liberty Mountain Distributors, Bell Industries, Arrow Distributors, Keller Marine and RV** and **Atlas Distributors**.

Walker first created the grills for his baseball team so they would be able to grill steaks on their camping trips. **CampfireGrill LLC** is located in Ortonville, Michigan a quaint village north of Detroit.

For information, email Walker at jeffwalker@campfiregrill.com or call 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**.