



For Immediate Release

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The Perfect CampfireGrill™
INTRODUCES NEW “OUR WEENIES” SLOGAN;
ADDS CASUAL CLOTHING TO GRILL LINE

Salt Lake City, Utah, August 10, 2006 -- The Perfect CampfireGrill,™ which markets a variety of high-quality, steel-constructed grills for over the campfire, will introduce a new slogan and new casual clothing line at the **Outdoor Retailer Summer Market Show, August 10-13 in Salt Lake City, Utah.**

The slogan, “**OUR WEENIES NEVER FALL OFF,™**” speaks to a main selling point of **The Perfect CampfireGrill™** products: the unique one-inch raised edge that prevents food from falling into the campfire. Items to be imprinted with the slogan include a variety of t-shirts, sport shirts, sweatshirts and boxers, as well as beverage can coolers.

“Our slogan provides a catchy, humorous way to quickly get across a serious attribute of our products,” said **Jeffrey D. Walker, owner and president of CampfireGrill LLC**, which owns **The Perfect CampfireGrill™** brand. Customer feedback tells us that the raised edge is an important feature for campers. Without it, hotdogs and other foods can easily fall off.”

The slogan was created by the company’s marketing firm, **LW Marketworks, Inc.**, in Bloomfield Hills, Michigan. **CampfireGrill LLC** is based in Ortonville, Michigan, a quaint village north of Detroit.

“Weenie wear” items come in a variety of colors including bright orange, black, dark green and white. Suggested retail prices for the apparel range from \$12 to \$45. Items will be available to retailers in August 2006 and will also be featured as premiums with some of the company’s products. To place an order, or for more information, contact **Walker** at jeffwalker@campfiregrill.com or 248-627-1172.

Walker says that he plans to expand the apparel line to include outdoor items such as caps and jackets, as well as cooking aprons and other grilling accessories.

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 Perfect CampfireGrill** products are sold all over the United States through such retailers as **Dunham’s, MC Sports** and **General RV Center**, and via the company’s website at www.campfiregrill.com. The grills are rapidly becoming popular among tent and RV campers and boaters, as well as for beach parties and picnics.

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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.