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**NEW FUEGO PRODUCT LINE BRINGS SMART AND ATTAINABLE DESIGN TO MASS MARKET  
Element by Fuego Available July 2009**

SAN FRANCISCO, June 11, 2009— Fuego North America®, the award-winning design company that has revolutionized outdoor entertaining, is introducing a new family of smart, outdoor products for the mass market. The new line, Element by Fuego™, is available July 2009 and will combine an affordable, friendly design with patent-pending features and technology for a new way to grill.

Whether it's Margherita pizza grilled on the pizza stone with roommates or grilled cheeseburgers at the beach house with family on the weekend, the Element gas grill captures multiple cooking options in one. And, with convenient features such as a swing-out wood prep tray to hold a glass of Sangria, stainless steel handles for tools and towels and gas tank storage, grilling novices and enthusiasts alike will find the Element grill a refreshing alternative to your traditional kettle grill.

“When we launched the original Fuego line, we revolutionized the outdoor entertaining industry with modern features and innovative technology that traditionally weren't associated with grilling,” says Alex Siow, Fuego CEO. “Now, with the introduction of Element by Fuego, we're responding to the mass market, hungry for products that possess similar design features, yet are fun, friendly and have an affordable price tag.”

The Element grill is designed by Fuego Chief Designer / partner at Ammunition Group, Robert Brunner, and features four customizable cooking options: traditional gas grilling, pizza stone, griddle plate and roasting. The Roasting Lid with temperature gauge and vents transforms the grill into a convection-like oven, allowing consumers to barbecue, slow-cook and even bake.

For modernists that appreciate clean lines and a minimal design aesthetic, the Element 01 is available in stainless steel with a goldenleaf chestnut wood swing-out prep tray. Those who want to add a little color to their backyard will appreciate the Element 02 and 03 grills in red, white and dark gray. All of the Element grills feature a cast iron grill grate for precise grilling, a residue tray and battery igniter.

- more -

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Element by Fuego Debuts at National Hardware Show**

Patent-pending features such as the Dual-Zone Burner System gives users complete control over their grilling temperature and features only one control knob. With 24,000 British Thermal Units (BTUs) on the 345 square inch cooking surface: Zone 1 is for indirect cooking, such as roasting and baking (15,000 BTUs) and Zone 2 is for direct, standard open-faced grilling (9,000 BTUs).

The Element grill is easily protected from the elements with waterproof controls, an all-weather cover and features large wheels with locking casters for easy mobility and storage during the winter months.

The three initial products in the Element by Fuego line include: Element 01 in stainless steel finish with swing-out wood prep tray (MSRP: \$599), Element 02 in powder coated dark gray with swing-out wood prep tray (MSRP: \$499) and the Element 03 in powder coated white or red finish (MSRP: \$399). All product dimensions: (WxDxH) 27"x27"x36". Available accessories: Cast iron griddle plate (\$129), Pizza stone (\$79) and All-weather cover (\$39). Element grills are available this July 2009 online at [www.elementbyfuego.com](http://www.elementbyfuego.com) and in select retail stores.

About Element by Fuego

Element by Fuego is a new family of products that leverages the pioneering product design of the award-winning company Fuego North America. This enables us to bring smart, new products to a broad new marketplace, making intelligent and exciting design affordable and approachable. For more information about Element by Fuego contact 888.883.8346 or visit [www.elementbyfuego.com](http://www.elementbyfuego.com).

About Fuego North America

Fuego North America designs and manufactures luxury outdoor products with streamlined functionality, innovative technology and a smart design aesthetic. Headquartered in San Francisco, Fuego sells its products throughout the U.S., Asia, Australia, Canada and Europe. The Fuego grills are a modernist rethink of outdoor entertaining and have received the iF Product Design Award, Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about Fuego North America, contact 888.883.8346, or visit [www.fuegoliving.com](http://www.fuegoliving.com).

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