

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **NAPOLEON® ELECTRIC FIREPLACE SERIES - EFL32,48,60,72,100** SIZES PERFECT FOR ANY ROOM IN THE HOUSE

**Barrie, ON., March 01, 2012** – Napoleon® is introducing an electric fireplace series with a clean, crisp contemporary design and all the conveniences of simply hanging, plugging in and enjoying.

Napoleon's new electric fireplaces feature a generous glass front and a contemporary stone ember bed that complements the minimalist design. All units can be recessed into the wall for reduced protrusion into the room. Five widths are available – 32", 48", 60", 72" and 100", perfect for any room in the house.

"The linear, contemporary wall mount design of the new electric fireplace series feature an electronic control panel giving customers the convenience of simply plugging in and enjoying." states Terry Hicks, Napoleon's National Sales Manager. "Perfect for transforming any room into a relaxing retreat with out the need for venting" added Hicks.

The new electric fireplace series offer 5,000 BTU's, a linear glass front, modern stone ember bed, a sleek, thin design for either wall mount or recessed installation, easy access electronic control panel, convenient remote control and a wall mount bracket making installation as easy as hanging a picture on the wall.

Summer 2012, the electric fireplace series will be available at authorized Napoleon® dealers nationwide. For more information or to find a dealer nearest you, visit [napoleonfireplaces.com](http://napoleonfireplaces.com).

**About Wolf Steel Ltd.:** It all began in 1976 when a small steel fabrication business launched by Wolfgang Schroeter started manufacturing steel railings in Barrie, Ontario, Canada. At that time, no one could imagine the incredible future that lay ahead for Wolf Steel Ltd. and eventually Napoleon® Fireplaces and Napoleon® Gourmet Grills. Since the first wood stove rolled off the production line over 35 years ago, Wolf Steel's commitment was to be distinctive and successful in everything they do. Napoleon's commitment to producing quality products combined with honest, reliable service has proven to be successful framework to ensuring the continued rapid growth of the company. Napoleon® is an ISO9001 - 2008 registered company and now operates with 750,000+ square feet of manufacturing space and employs over 700 associates. Napoleon® is North America's largest privately owned manufacturer of quality wood and gas fireplaces (inserts and stoves), gourmet gas and charcoal grills, outdoor living products, waterfalls and a complete line of HVAC equipment.

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