

Press Release



FOR IMMEDIATE RELEASE

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NAPOLEON® HDXI33 SMALL DELUXE GAS FIREPLACE INSERT

Good Things Come In Small Packages

Barrie, ON., March 01, 2011 – Napoleon's HDXI33 is a deluxe, direct vent gas insert which offers many standard features including an exclusive NIGHT LIGHT™ that radiates a warm glow throughout the room, even when the fireplace is off. The compact size is perfect for smaller living spaces.

The HDXI33 features cost saving benefits of zone heating (heating the room you use most) plus the benefit of replacing an old drafty masonry fireplace with an efficient heating source. The exclusive dual burner system allows a BTU range from 10,000 up to 31,000 BTU's with the option of turning off the rear burner.

"Homeowners are more conscientious of buying energy efficient products and getting the best value for their money," says David Coulson, Napoleon's National Advertising Manager. "Trying to heat a room with a drafty traditional masonry fireplace is not an efficient heating source. The HDXI33 will transform your living space into an incredible warm, relaxing retreat," states Coulson. "By installing the HDXI33 that comes standard with an efficient heat circulating blower and fuel saving electronic ignition, all the heat gets distributed throughout the room, not up the chimney."

The clean face design of the HDXI33 has a 23 1/4" w x 16 1/8" h viewing area that shows off the exclusive PHAZER® logs and realistic YELLOW DANCING FLAMES®. The optional Newport™ brick panels add a traditional masonry look and feel to the firebox. Optional door accessories are also available in different styles to complement any décor.

The HDXI33 direct vent gas insert will be available fall 2011 at authorized Napoleon® dealers nationwide. For more information on all Napoleon® fireplace products, visit www.napoleonfireplaces.com.

About Napoleon® Fireplaces and Grills

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 30 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 a 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 750 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 and waterfalls.