

Press Release



FOR IMMEDIATE RELEASE

Contact: David Coulson
National Advertising Manager
214 Bayview Dr. Barrie, ON L4N 4Y8
dcoulson@napoleonproducts.com
1-888-726-2220

NAPOLEON® ETHANOL FIREPLACE COLLECTION WITH FOUR DISTINCT MODELS

Vent Free Ethanol Fireplaces Providing An Exceptional Presentation Of Art

Barrie, ON., March 01, 2011 – Napoleon's clean burning, vent free ethanol fireplaces are a versatile solution for homeowners who want the aesthetics of fire but are limited to installation possibilities with wood or gas fireplaces.

“There's a big market for fireplaces that can simply hang on the wall without the need for venting.” states Greg Thomas, Napoleon's Director of Sales. “The innovative wall bracket, the slim firebox design and the fact that the ethanol fireplaces are vent free, allows easy installation anywhere. These fireplaces are not permanent so you can simply take them with you if you move.” added Thomas.

Napoleon's new Ethanol Fireplace Collection consists of four models – Linear, Convex, Square and Corner. The Linear, Convex and Square models feature easy to fuel, built-in linear burners that provide a luxurious flame pattern. The Corner model features three burner pots that have a large fuel capacity for an extended burn time.

The Square and Linear models are available with surrounds in red, white, black and stainless steel finishes. The Corner model comes with a black surround. The Convex model is available with either painted black or a brushed stainless steel surround.

All models are easy to light, are environmentally friendly, are CSA approved and produce a warm, radiating heat with plenty of fire elegance. They come standard with a contemporary glass fender, wall mounting bracket and a flame diverter that puts out the flame plus serves the purpose of a decorative cover plate when the fire is not burning. Napoleon's Ethanol Fireplace collection is approved for bedrooms, bed sitting rooms and mobile homes. They are perfect for apartments, condos or for any home or office.

The Napoleon® Ethanol Fireplace Collection will be available this spring at authorized Napoleon® dealers nationwide. For more information, 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.