

Press Release



FOR IMMEDIATE RELEASE

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NAPOLEON® HDXI44 LARGE DELUXE GAS FIREPLACE INSERT

Transforming cold spaces into warm relaxing everyday retreats

Barrie, ON., March 01, 2011 – This deluxe, direct vent gas insert entertains a new level of fire and comfort. With an impressive clean face viewing area, it is a perfect choice for larger rooms where a passion for comfort and luxury is evident.

The exclusive dual burner system allows a BTU range from 15,000 up to 40,000 with the option of turning off the rear burner. The realistic PHAZER® logs fill the impressive large firebox and can be admired through a clean face design with a 30" w by 19 1/4" h viewing area. Napoleon's exclusive NIGHT LIGHT™, heat circulating blower and fuel saving electronic ignition with battery back-up come standard.

"Throughout the recession consumers have been doing home renovation projects that add value to their homes including installing efficient products and appliances that are designed to save energy, save money and that will last a lifetime," states David Coulson, Napoleon's National Advertising Manager. "That's where the HDXI44 will be a great benefit to homeowners," added Coulson. "It's a large fireplace insert that replaces old drafty masonry fireplaces where heat and money just go up the chimney." The HDXI44 allows homeowners to use Zone Heating which means they can turn down their furnace in the colder months and only heat the room they use most.

Optional decorative accessories are available to change the design of the HDXI44 to suit any decorating scheme. Napoleon's exclusive Newport™ Sandstone brick panels are one option that add a luxurious traditional dimension. The optional Hammertone pewter doors lend a more distinctive modern flair.

Wherever installed, the HDXI44 will easily transform cold spaces into warm, relaxing everyday retreats.

The HDXI44 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.