

PRESS RELEASE

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NEW & IMPROVED IR3-1 INFRARED DIRECT VENT GAS INSERT TRANSFORMING COLD SPACES INTO WARM RELAXING EVERYDAY RETREATS

Barrie, ON., March 01, 2013 – Napoleon® introduces a new & improved IR3-1 infrared gas insert that now features a gas valve made in Germany, a hand-held remote control and includes the components to operate with either fuel type (NG & LP). The IR3-1 also features Napoleon's advanced infrared technology and flame modulation. A wide choice of designer options are available to create the exact statement you have been looking for. Style, comfort and efficiency – the IR3-1 has it all.

What is Infrared Heat?

Infrared heat is transmitted by invisible heat waves from a source of heat to a cooler object. Like those coming from the sun, infrared heat waves radiate from Napoleon's IR Series of inserts heating any object in its path. Infrared heat waves do not lose any of the heat as they pass through the air.

"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 Corporate Advertising Manager. "That's where the IR3-1 gas insert will be a great benefit to homeowners." added Coulson. "The infrared insert will replace old drafty masonry fireplaces where heat and money just go up the chimney." The IR3-1 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.

Wherever installed, the IR3-1 direct vent gas insert will easily transform cold spaces into warm, relaxing everyday retreats. The IR3-1 will be available at an authorized Napoleon® Fireplace Dealer in the Fall of 2013. For more information on all Napoleon® Fireplace products, visit 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 36 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 Heating & Cooling equipment.

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