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# PRESS RELEASE

## Napoleon® Unveils the New 500 Series

*Barrie, Ontario: Napoleon® Gourmet Grills unveils a chromed up addition to the Prestige® line, the New 500 Series*

On Thursday, November 17<sup>th</sup> Napoleon® Gourmet Grills unveiled the newest addition to the Prestige® line, the 500 Series. Jim McLean, Director of Sales for Napoleon® says, "since its announcement our customers have been itching to have this new series on their showroom floors." The New 500 Series will be the new buzz with grillers for 2012.

The new "chromed up" series consists of two editions, the Prestige® and the PRO™ models. The Prestige® ultimately carries five choices; the P500 and P500RB are available in stainless steel or black porcelain enamel and the P500RSIB is available in stainless steel. The Prestige PRO™ editions carry two models; the PRO500RB and the PRO500RSIB. All models in the series offer the highest quality of engineering and are Canadian designed and manufactured. Jim McLean, Director of Sales for Napoleon® states, "This series is the driving force of business for the next decade." Each model is constructed from high quality stainless steel and contains the power to grill until your wrist brakes from flipping burgers. Ranging from 56,000 to 78,500 BTU's and 760 sq. in. of total cooking area to feed up to 12 people, every grill in this series is a giant and will grill beyond satisfaction. The Napoleon® SIZZLE ZONE™ side burner comes standard in all RSIB models and will sear you the perfect steak, every time. All P500 models feature chrome plated warming racks for further rust resistance, and let's face it, are shinier and look better. The PRO™ models feature i-GLOW™ backlit control knobs for easy grilling anytime and are chromed up with chrome accents on the lid, handles and towel bars. As Napoleon® says it, "Chrome is the New Gold".

### **About Napoleon Fireplaces & 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 35 years ago, Wolf Steel's commitment was to be distinctive and successful in everything they do. The 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 over 700 employees. We are 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 now a full line of HVAC equipment..