

THE FIRESIDE

June 2011

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EXCITING NEW PRODUCTS FOR 2011

New Doors for the NZ3000

Napoleon® has designed six new door style options for our popular NZ3000 wood burning fireplace. In addition to its original wrought iron faceplate and doors, (original unit shown here) you can now

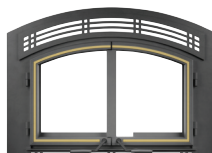


choose the painted black faceplate with cast iron doors and choice of inlay. To make design choices more convenient the inlays and faceplates are sold separately and are designed to be interchangeable to create several different design styles.

Style 1: Modern inset, cast iron doors, painted black faceplate and no inlay.



Style 2: Modern inset, cast iron doors, painted black faceplate and brushed copper inlay.



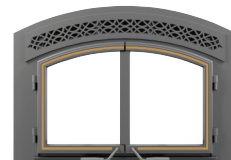
Style 3: Modern inset, cast iron doors, painted black faceplate and brushed stainless steel inlay.



Style 4: Heritage inset, cast iron doors, painted black faceplate and no inlay.



Style 5: Heritage inset, cast iron doors, painted black faceplate and brushed copper inlay.



Style 6: Heritage inset, cast iron doors, painted black faceplate and brushed stainless steel inlay.



Create a custom look with any combination of faceplates and inlays.

NEW FIREPLACE ACCESSORIES BROCHURE

With over 35 years in the hearth industry, we are able to offer you a wide range of products. The years of experience, care and quality result in the creation of hearth products that possess a timeless and enduring style, worthy of a place in your customer's home.

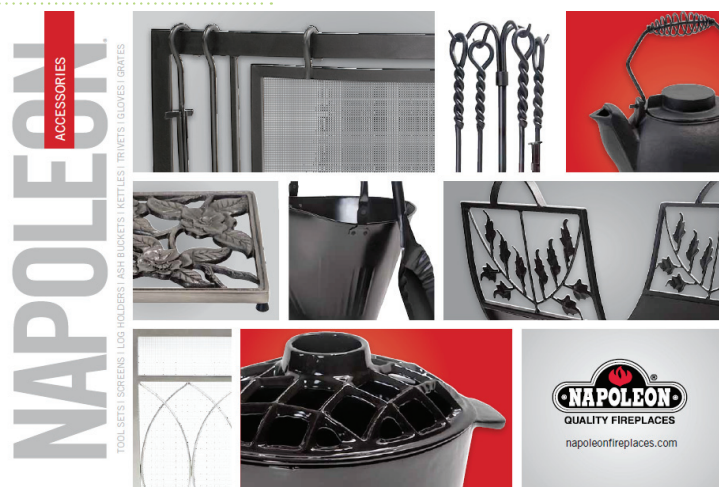
Recently released is a brand new brochure showcasing our fireplace accessories. This new brochure offers detailed imagery of our accessory line from ash buckets to trivets and thermometres. A quick and easy library to keep the added value these accessories offer in mind.

Due to new technology changing the hearth industry with new modern, ethanol and electric models, accessories have lately seemed to take the back burner. The reality is that accessories still

offer much value. Safety screens are almost a must for parents with young children, and having them on display in your store and promoting the added safety this type of barrier can provide for little inquisitive fingers confirms your commitment to your professionalism and your customers safety. Aside from the consumers finding use in these accessories they also

provide several benefits to you as an addition to your sales tactics. It can be quite persuasive to upgrade with the offer of a free \$70- 5 piece wrought iron tool set added to the deal. Or perhaps 10% off their order with every accessory purchased.

The possibilities are endless with a little imagination.



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**SOCIAL NETWORKS...
...A REVOLUTION**



A shining example:

On April 1st Napoleon® launched our first ever Sweep Stakes promotion through our Facebook and Twitter accounts. The program is intended for people to 'like' us however it is not mandatory to enter...but people like us anyway for the chance to win!

Offering a chance to win a Napoleon® EFC32 fireplace has increased our fan base and followers allowing us to build brand strength, awareness and to communicate with the public on a casual and personal level. On your right is the creative we have posted on our Facebook and Twitter accounts as well as Social Media Icons on all our Advertising to direct consumers...and you to join us.

So many benefits arise from using social media and it's becoming more and more popular.

We invite you to become fans of both our Napoleon® Fireplaces and Gourmet Grills Facebook page and to follow us on Twitter, in return we want to help you build awareness of your business.

Start by creating your own fan page for your business. You can advertise, collect information on your customers to better understand and relate to them, and on top of that just be social and share with a limitless amount of people what you have in common. Post sales, tips and tricks of the trade, promotions, events, even the smores you made on your outdoor fireplace. It is a place to be social and casual while building your business.

Social Media is a huge outlet, it's free and growing fast. Don't fall behind in the world of technology and what it has to offer.



SOCIAL MEDIA CONTEST

The Launch of Napoleon® Fireplaces Social Media Contest.



SINCE YOU'RE HERE ANYWAY,
LIKING US IS A REALLY NICE THING TO DO.

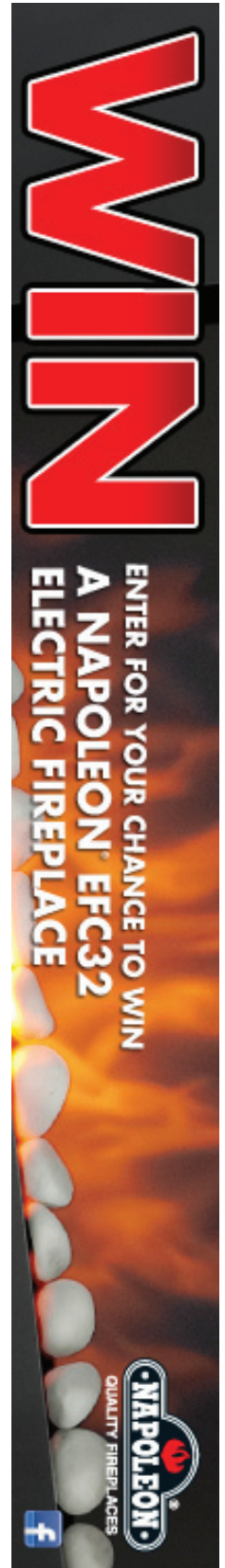
ENTER FOR YOUR
CHANCE TO
WIN
A NAPOLEON® EFC32
ELECTRIC FIREPLACE
CLICK TO ENTER

DRAW DATE JUNE 15TH, 2011



ENTER FOR YOUR CHANCE TO
WIN
A NAPOLEON® EFC32
ELECTRIC FIREPLACE

NAPOLEON
QUALITY FIREPLACES



WIN

ENTER FOR YOUR CHANCE TO WIN
A NAPOLEON® EFC32
ELECTRIC FIREPLACE

NAPOLEON
QUALITY FIREPLACES

2011 HPB EXPO HIT

This years HPB Expo, although lower in numbers compared to recent years but conveniently made for a successful turn-out. Our booths were overwhelmed by viewers but everyone was given ample opportunity to interact with attendees. Because of this opportunity, dozens of leads were collected giving us an excellent idea of the successful selling season to come. Below are photos of our 2011 Team and our booth worth bragging about.



The Hockey Shoot-out theme was a huge success as our Goalie took a lot of hits.

See pg. 4 for Hockey Shoot Out details.

WHO'S WHO

Welcome Our New Sales Representative for Texas



We are pleased to announce that Craig McClain has accepted a position with us as Account Executive for Wolf Steel USA, effective May 2, 2011.

Craig brings with him over 9 years of experience in sales and marketing and holds a B. B. A. in marketing from Texas A & M University.

He is responsible for the entire state of Texas and he will be representing Wolf Steel (hearth) products. We are confident this will be a smooth transition.

His time will be 100% dedicated to Wolf Steel products, thus ensuring the best service and support possible.

His contact information is as follows:

Cell Phone Number: 972-400-5992

E-mail: cmclain@napoleonproducts.com

Please join us in welcoming Craig to the Wolf Steel USA Sales Team.

The New Advertising Department

Welcome to the new Advertising Department, with a couple of fresh faces and new positions added, the Advertising department has grown to support the rapidly growing company of Napoleon®. In the back row from the left you have Kylie Ennes our Graphic Designer and Ruby Van Lare our Advertising Assistant. Middle Row from the left you have our new Web Designer for the Fireplace and HVAC divisions Eric Gillespie, Tammi Dean our Corporate Advertising Supervisor. Natalie Rodgers our new Junior Advertis-



ing Co-ordinator for the Fireplace division, Andrea Alden our new Web Designer for the Grills division and Heather Whitcombe our other Graphic Designer. Sitting in the middle you have Dave Coulson, our so 'serious' National Advertising Man-

ager. To suit our new team the advertising office underwent a BIG facelift and we all received new office furniture to promote team activity and productivity to help our customers better and promote the brand image. Go Team Napoleon!

2011 KBIS SHOW

Napoleon® Fireplaces enjoyed a robust turnout at the National Kitchen and Bath Show!!!!

We were pleased to be exhibiting our products again this year at the KBIS Show in Las Vegas which took place from April 26-28, 2011. With over 500 square feet of products on display, our booth was jam packed from the moment the show opened, and attendance was up this year indicating the ongoing improvement in the remodeling market. We enjoyed an 80% increase in leads in our booth com-



pared to last year's show in Chicago and had very positive response and comments on some of our new products including the GD19 Modern DV gas fireplace, EFC32 Electric FP, EFL48 Electric FP and also our new Nickel Stix accessory for the LHD45 gas fireplace.

We are the only fireplace manufacturer committed to displaying at this show and will continue to do so as we've already registered for next year's event in Chicago. There are many designers that attend this show and they're looking for something new in their kitchen and bath designs and with all the new products we have introduced over the last few years, we've offered them many great options that fit the bill!!

Our next show will be the HD Expo in Las Vegas on May 18-20, 2011 which caters to the hospitality design industry, this will be our first time presenting our products at this event.

Thanks to our west coast sales team for their hard work in Las Vegas.

Gregory Thomas
Director of Sales

DEALER SUCCESS STORY

Down Right Cozy Fireplace & Spa



University Place, WA—From SERVICE to a SHOWROOM! Scott & Heather Easley own Down Right Cozy Fireplace & Spa in University Place, WA near Tacoma. They are a great source for fireplaces, inserts, stoves, spas and grills in the Tacoma & Puget Sound areas.

Scott started in the hearth industry in 1995 as a service technician while in college. Heaters states, "I used to work in customer service for a distributor and helped Scott troubleshoot some of his first pellet stove calls. Now we are partnering to promote the Napoleon line together."



The Easley's have been at their current showroom location coming up on 10 years. Scott wasn't always aware of the high-end quality of the Napoleon® brand compared to some others in the industry, but that was before he knew what Wolf Steel was all about.

Heather says, "I love how innovative the brand Napoleon® is, especially with their

tight grip on social networking. They are on the cutting edge with Facebook and they even have their very own iPhone app." The app allows for the next generation of fireplace design. It is a powerful, easy to use fireplace configuration app—create the look of your fireplace, stove, or insert from your phone. It features Napoleon® Fireplace hearth products and all of the designer accessories and options available. Check it out at <http://www.napoleonfireplaces.com/FDS/>

They understand the versatility of our line-up with having electronic ignition on free-standing stoves. The Easley's like the idea of having more options for the consumer. Scott says, "Napoleon® is a total full line. I can find anything to satisfy anyone's needs."

From Seattle to Tacoma, the residents, builders and designers of the Puget Sound have come to rely on Down Right Cozy for their hearth, patio and outdoor living needs. Whether you are building a new home, remodeling a drafty fireplace or looking for an economical and efficient way of heating your home—they do it all! Their showroom is full of design ideas for the home or outdoor spaces. Their expert installers can complete your entire project from framing, running gas lines, building custom mantels, tiling surrounds and



installing your fireplace, insert or stove.

Down Right Cozy is a locally owned, family operated retailer and is a fully licensed and bonded general contractor. They offer the product selection and prices of bigger box stores, but with all the attention and knowledge found at a specialty hearth shop. They provide a wide selection of



products including: Spas, fireplaces, inserts, and stoves, BBQs, outdoor kitchens, firepits, patio heaters, tankless water heaters and more. They make their customer's houses a home down right cozy!

HPB EXPO HOCKEY SHOOT-OUT!

Napoleon® had a great time at the HPB Expo. Below are the winners that got lucky in our booth.

First Place – P450RSIB
Jack Tombak
Advanced Prefabs

Second Place – EFC32
David Kenagy
New Energy Dist.

Third Place – Travel Q
Warren Hench
American Gas Appliance Service

To say they scored is definitely not an understatement with over \$1,700 in prizes won!