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**A SUPERIOR BLEND OF INNOVATION, PERFORMANCE AND QUALITY:
INTRODUCING THE LUXURIOUS 'SABER ELITE SERIES' GRILLS FOR 2017**

Columbus, GA, November 15, 2016 – Saber Grills, LLC is introducing two new lines of grills for 2017. The first is the recently launched **SABER Cast Series**, which includes three full-size gas grills with a black powder-coated finish and commercial grade stainless steel grates, burners, control panels and handles. The second introduction is the brand-new **SABER Elite Series**, which was shown for the first time at the International Pool & Spa Expo November 2nd.

The **SABER Elite Series** is a line of powerful, high-performance gas grills that are meticulously manufactured using 304 commercial-grade stainless steel. The line includes the **SABER SSE 330** two-burner (MSRP \$2,499), an urban sized grill perfect for a rooftop terrace or garden patio, the **SABER SSE 500** three-burner unit (MSRP \$2,999) with a two-door cart and dual control side burner, the **SABER SSE 670** four-burner grill (MSRP \$3,999) which features a single door/two drawer cart and a dual control side burner. Two built-in units, three- and four-burner sizes, complete the Elite Series.



The SABER Elite carts are made with accents of bright, annealed 304 commercial grade stainless steel for superior durability and have sleek, hand-polished mirrored edges and handles. The grills feature ambient LED lighting over each control knob as well as internal halogen lights for easy nighttime grilling. Each is standard equipped with a 304 stainless rotisserie rod and kit, a stainless steel condiment basket inside the cart, a dual-control side burner for low and high heat cooking (3 and 4-burner models only), an easy-slide tank tray and a marine-grade grill cover. All Elite Series grills have the same award-winning cooking system as existing SABER grills – which means they use 30% less propane than traditional gas grills – and feature stainless steel cooking grates, grate-level temperature gauges, push-button electronic ignition at each burner, and multiple-position warming racks.

The new Elite and Cast Series introductions will double SABER's product line in 2017 and expand existing price points above and below the current line. First introduced in 2011, SABER grills are sold exclusively through specialty retail and will continue to service that market.

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"We are very focused on the specialty retail channel and are committed to helping our dealers find new ways to grow their business," said Gary Butler, general manager, Saber Grills, LLC. "We've essentially been selling the same product line for five years and our partners told us they were ready for SABER 2.0 - something bolder and more luxurious. This Elite Series hits all the items on their wish list."

Saber Grills is also making physical modifications to its existing products for 2017, which will be incorporated into the new lines as well. The improvements are designed to increase durability, make assembly easier and enhance the overall user experience. The changes include:

- New cart design with thicker panels, additional weld points, stronger casters, simple assembly and a new easy-access tank bracket
- Improved NG/LP conversion kits
- Added storage hooks for the rotisserie rod when it's not in use.

"These are the first design modifications we've made to the line," said Butler. "When we polled our owners and dealers to identify ways to improve, the first thing they told us was not to change the cooking system! – so we focused on changes that essentially make the grills even more durable and easier to assemble."

SABER was recently included in a 2016 roundup of Best Grills in America by *Popular Mechanics* magazine, and was awarded an 'Editor's Choice' for the SABER Cast 500 three burner grill.

About SABER: Saber Grills, LLC designs and manufactures premium gas grills, outdoor kitchen islands, outdoor kitchen components and outdoor cooking accessories. Based in Columbus, Georgia, the SABER brand is a division of Char-Broil®, one of the oldest and most respected outdoor cooking companies, whose parent company is W.C. Bradley Co. (www.wcbradley.com), a privately-held company that owns several high-quality consumer goods in the leisure market. SABER is sold exclusively through independent outdoor living retailers. Visit SABER grills at www.sabergrills.com.

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