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### **NEW LINE OF SABER® GRILLS FINDS SUCCESS TARGETING INDEPENDENT OUTDOOR RETAILERS**

**COLUMBUS, GA** – September 17, 2012 – The barbecue industry’s newest premium brand has quickly turned into a business driver for independent retailers across the country. Saber is a line of infrared grills introduced in late 2011 that is engineered from the ground up to be the most advanced, best performing, value-priced barbecues in the premium grill category. Sold for the first time this spring/summer and exclusively through outdoor retailers, SABER grills are available for purchase throughout the United States, in Canada, Brazil and the United Kingdom.

“We knew immediately that we had created a product unlike anything currently on the market,” said Rob Schwing, general manager of Saber Grills. “The feedback we’re hearing from our retail partners and from consumers alike confirms this. Saber grills compete very well against brands that are positioned at much higher price points because they’re built well and they perform beautifully.”

The SABER line includes six full-size infrared grills and two built-in units priced from \$799 to \$1,699. Saber Grills, LLC is a division of Char-Broil®, America’s oldest and most innovative outdoor cooking company, whose parent company W.C. Bradley is a family-held business that owns some of today’s most popular leisure brands.

“From a business perspective, the time was right to introduce a premium line of grills that didn’t carry a super-premium price tag,” said Schwing. “In recent years, we’ve watched high-end manufacturers degrade their materials to bring margins up. Product quality has gone down but prices haven’t. These same folks have also forsaken exclusivity with the independent retailer in favor of wider distribution. That model doesn’t make sense to us, especially in a channel that prides itself on offering the very best in terms of products and service – it’s what SABER is all about.”

Independent, specialty retailers are responsible for more than a quarter of all grills sold today. The SABER brand will remain exclusive to this channel and will offer best-in-class business support including a dedicated web portal with real-time inventory information, instant online ordering, expedited shipping and customized product training. SABER’s affiliation with Char-Broil means retail partners benefit when it comes to services such as logistics, distribution costs and credit terms.

SABER grills were designed by a team of outdoor cooking experts with one goal in mind, to engineer *a better barbecue*: one that is constructed better (using premium materials), cooks better, looks better and is priced better than competing grills.



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At the heart of SABER grills is an advanced infrared cooking system that outperforms and is more efficient than existing, old-school ceramic infrared systems. SABER's proprietary system allows for true zonal cooking and fast pre-heating (0 to 700 degrees in less than 10 minutes). The cooking surfaces are constructed of highly durable commercial grade 304 stainless steel and the tubular steel cart and firebox frames are welded for superior strength and easy assembly. Bolted side shelves make for secure, stable work surfaces.

The SABER line includes two-, three- and four-burner grills that utilize a patented gas management system that is extremely fuel efficient – using 30% less gas than a traditional gas grill - and easily convertible from LP to natural gas. All feature 304 commercial grade stainless steel, have electronic ignition points at each burner, front-access grease trays, and multi-function warming racks. Bonus features by model include grate-level temperature gauges, halogen lights, and dual-control side burners.

**About SABER:** Saber Grills, LLC designs and manufactures high-performance, premium grills and outdoor cooking accessories for exclusive distribution through the specialty retail channel. 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](http://www.wcbradley.com)), a privately-held company that owns several high-quality consumer goods in the leisure market. Visit SABER grills at [www.sabergrills.com](http://www.sabergrills.com).

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