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SABER Introduces EDGE™:

A High-Performance, Smart Grill That Cooks and Looks Like no Other

COLUMBUS, GA, January 7, 2015 – Saber Grills, LLC has expanded its line of premium infrared gas grills with the addition of the EDGE™ grill, a smart, high-performance, contemporary barbecue that offers real-time cooking information via a Wi-Fi connection.

Designed to look and cook like no other grill, the EDGE grill is a beautifully designed, well-engineered grill that makes full use of smart technology to deliver a superior cooking experience.

EDGE is a two-burner grill made of high-grade 304 stainless steel. The grill's sleek profile was achieved by re-engineering the burner system and replacing it with a super efficient, patented infrared cooking system that pre-heats quickly, eliminates flare ups and generates even heat across the entire grill surface.

An LCD panel on the front of the grill displays grate temperature, fuel tank levels, burner on/off and battery life. The grill features an all-infrared cooking system that has a wide temperature range and uses 30% less gas than traditional gas grills, a 340 sq. in. cooking surface on 304 stainless steel grates, a pull-out tank tray, and push button electronic ignition at each burner. The grill will have an MSRP of \$1,999. Optional upgrades include a SCHOTT ceramic glass lid insert, a halogen light and an app integrated meat thermometer.

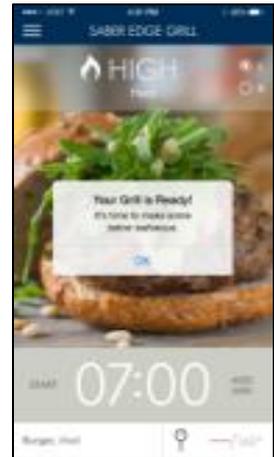


“The SABER brand is built on the notion of creating ‘a better barbecue™’,” said Rob Schwing, general manager of Saber Grills, LLC. “That means better materials, tighter construction and now, the smartest technology, in order to deliver a better cooking experience overall.”

Information about EDGE grill can be accessed remotely through an app that not only monitors multiple functions during the cooking process but also offers a database of recipes and cooking tips. The interactive SABER app - which can be viewed on both Android and iOS mobile devices and tablets – allows consumers to:

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- See real-time information such as grill temperature, burner on/off status, level of fuel in the tank, and battery life of the LCD screen.
- Receive alerts for pre-heat readiness, temperature changes, and when the grill is cool enough for cleaning.
- Access a full range of grill-ready recipes and instructional videos.
- Store original recipes and share what they've cooked via Facebook and other social channels.



The functionality programmed into the app is designed to bring value to grillers of all skill levels, so those users who want it can choose to dig deep into how-to articles and recipes for step-by-step cooking directions, and those looking only for the convenience of real-time information can simply monitor the cooking process and other grill functions.

“This is, at its core, a great marriage of useful technology and amazing design,” said Schwing. “Our customer is savvy enough to know the difference between an add-on gadget and true innovation. We made sure to build in only meaningful additions that would enhance the performance of the grill and the end-user experience.”

The EDGE™ grill by SABER® was introduced today at the 2015 Consumer Electronics Show in conjunction with technology partner DADO Labs. The grill will be showcased at the Hearth, Patio & Barbecue Expo in Nashville in March and be available for consumer purchase in spring 2015.

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, LLC, 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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