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New Line of Barbecue Grills Wins National Environmental Award
Saber Grills is Recognized for Innovation in Design & Technology

COLUMBUS, GA – April 10, 2012 -- Saber Grills, LLC was awarded the 2012 **Vesta Green Award** for its commitment to reducing the environmental impact of a gas barbecue grill. The new SABER® infrared gas grills were designed to have an efficient cooking system, using up to 50% less fuel in the cooking process than traditional gas grills, thereby substantially reducing energy consumption and carbon emissions over the life of the product.

SABER grills are new to the market in 2012. Armed with the results of a study that determined the overwhelming environmental impact of a gas grill - both in terms of energy consumption and equivalent carbon footprint – is in the actual use of the grill (i.e., burning gas to cook food) versus the manufacturing or transport process, Saber engineers set out to create a more environmentally sound line of grills based on the average use patterns experienced by American consumers. The result is a line of grills that lead the way in fuel efficiency (using up to 50% less than traditional gas grills), thermal efficiency (for faster preheating/cooking), and CO2 emissions (emitting less CO2 equivalent gas into the atmosphere over the average seven-year life of the grill).

“We worked hard to make sure our grills delivered on a promise of efficiency and meaningful innovation. It’s rewarding to be acknowledged for that attention to detail,” said Rob Schwing, general manager of Saber Grills, LLC. “This is the first time in the 12 year history of the Vesta Awards that a grill company has won the Green Award. It’s proof that we’ve created something unmatched in the marketplace.”

The Vesta Awards were created by *Hearth & Home* magazine to recognize barbecue and hearth companies for new innovations in product design and/or technology. Saber was also a finalist for Vesta’s 2012 Gas Barbecue Award, which recognizes the best new gas grills.

At the heart of SABER grills is an advanced infrared cooking system that vents out convective air. The system also allows for true zonal cooking – so food that requires different temperatures can easily be cooked side-by-side. It has a wide temperature range and a rapid pre-heat cycle of 0 to 700 degrees in less than 10 minutes. The cooking surfaces are constructed of commercial grade 304 stainless steel that generate uniform heat across the entire surface. The line includes six full-size grills and two built-in units priced from \$799 to \$1,699.

Saber Grills, LLC designs and manufactures high-performance, premium grills and outdoor cooking accessories for distribution through the specialty retail channel. Based in Columbus, Georgia, Saber Grills, LLC is a subsidiary 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 brands in the leisure market. Visit SABER grills at www.sabergrills.com.