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## **NEW LINE OF BARBECUE GRILLS FROM SABER COMBINES PERFORMANCE, EFFICIENCY & AFFORDABILITY**

**COLUMBUS, GA, November 1, 2011** -- A new line of premium outdoor grills debuts today at the International Pool|Spa|Patio Expo in Las Vegas. SABER® grills, engineered from the ground up to be the most advanced, performance driven and value-priced brand in the premium grill category, will be sold exclusively through independent outdoor retailers beginning in 2012.

The SABER line includes six full-size infrared grills and two built-in units with a suggested retail price range of \$799 to \$1,699. Saber Grills, LLC is part of the W.C. Bradley Co., a family-held business that markets some of today's most popular lifestyle brands, including Char-Broil®, one of America's oldest outdoor cooking brands.

"The time is right to introduce a premium grill that doesn't carry a super-premium price tag," said Rob Schwing, general manager of Saber Grills, LLC. "While disposable income is limited, Americans are still grilling – perhaps even more in recent years – and they're willing to invest in quality, performance-oriented products. This is what a SABER grill is all about."

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, cooks better, looks better and is priced better than competing premium grills.

At the heart of the SABER brand is a proprietary infrared cooking system that pre-heats quickly (0 to 700 degrees in less than 10 minutes), eliminates flare-ups, and is extremely fuel efficient – using 30% less gas than a traditional gas grill. The grills feature 304 commercial grade stainless steel, have electronic ignition points at each burner and multi-function warming racks. Bonus features by model include grate-level temperature gauges, halogen lights, and dual-control side burners.

**About Saber Grills, LLC.:** 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, Saber Grills 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](http://www.wcbradley.com)), a privately-held company that owns several high-quality consumer goods in the leisure market. Learn more about SABER grills at [www.sabergrills.com](http://www.sabergrills.com).

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