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Rasmussen

Press Release

Thinking of Buying an Infrared Grill? Now You Can Try Before You Buy.

Whittier, CA, March 5, 2010: --- For consumers who are interested in buying an outdoor infrared grill for their homes, there's now an option to "test drive" an infrared grill before buying one.

"Cooking with infrared has been around for 20+ years, but it's still in its infancy when it comes to consumer knowledge. Most people are still not familiar with infrared being the main grilling unit heat source," explains Rett Rasmussen, Vice-President of Rasmussen Gas Logs & Grills, manufacturer of the Solaire grill.



He adds, "We simply wanted to give the consumer the ability to experience Solaire before they made the larger investment into a backyard grill, so we created a smaller scale full-size grill that exhibits all of the specifics of the full size grill--construction techniques, materials, burner strength, heat adjustability, convertible from natural gas to propane, mirror-polished hood, stay-cool handle, etc. It's a smaller version of a full-size grill so consumers can really experience what it will be like to own one without having to take on the big financial risk."

The concept of "try-before-you-buy" is not a new concept. Other industries have successfully used the process to sell everything from tennis rackets, golf clubs, high-end bicycles, to timeshares. It makes perfect sense to allow a consumer to try out a "new way of cooking" that most people aren't familiar with.

"Virtually everybody who tastes food that's cooked on a Solaire Grill is hooked," says Mr. Rasmussen. "The challenge has always been to get people to taste the food off of the Solaire. While our Solaire Anywhere and Everywhere portable grills are great purveyors of the infrared experience, they don't give the full experience of the large grill. The larger grills have more cooking options, so the experience with a portable grill is not quite a true representation of the experience that our full-size grills offer."

The demo grill will be made available through the Solaire website and through select dealers. For more information, call Rasmussen Gas Logs & Grills at 562-696-8718 or visit <http://www.SolaireGrill.com>.

Founded in 1907 in Whittier, California, Rasmussen Gas Logs & Grills has been in the business of manufacturing and selling quality gas log sets and grills for over 100 years, employing four generations of Rasmussens in the business. In addition to their line of Solaire Infrared Grills, they also design and manufacture fully customizable gas log inserts.

For Immediate Release