



FOR IMMEDIATE RELEASE

World's Most Versatile Gas Kettle Grill Brought to the US by AOC

Advanced Outdoor Concepts Introduces the OUTDOORCHEF Roma Grill to National Market

Deerfield Beach, Fla. – **July 23, 2008** – Advanced Outdoor Concepts (AOC), distributors of the world's finest outdoor cooking systems, is proud to announce the US launch of the most versatile gas-powered kettle grill on the market—the OUTDOORCHEF Roma 570 MX2 Grill. Featuring OUTDOORCHEF's patented Flip Funnel design, the Roma Grill has the ability to cook like a convection oven as well as a traditional direct-heat BBQ. The robust barbecue is equipped with two independent ring burners making it the ideal grill for cooking at both low and high temperatures.

“The Roma Grill brings us into a new generation of barbecuing,” said Chris Holloway, president of Advanced Outdoor Concepts. “This grill was designed for those who want the complete control and versatility that traditional portable grills just can't offer. Having already seen the tremendous praise the Roma Grill has received internationally, we are thrilled to have the opportunity to offer this grill in the US.”

The Roma Grill's allows for healthy and versatile outdoor cooking thanks to OUTDOORCHEF's innovative Flip Funnel design. With the Roma Grill's funnel flipped upwards, the grill allows heat from the gas burner to rise for even distribution on all sides for indirect barbecuing, grilling and baking,. When its funnels are turned downwards in the Volcano position, the Roma Grill is capable of grilling at high temperatures or with a cast-iron griddle. The design also virtually eliminates smoke and reduces flare-ups 100 percent.

Standing at 44" x 50" x 28" (W x H x D) and weighing only 75lbs, the lightweight yet extremely durable grill sits atop a stable cart frame featuring two side tables and a bottom shelf made of eucalyptus wood. Additionally, all parts of the City Grill, including the kettle, funnel and cooking griddle are porcelain-enameled, making clean-up a breeze.

More than just traditional barbecues, the entire OUTDOORCHEF product line is the outdoor alternative to the kitchen in your home. From sausages to tasty pizza, delicious paella to Asian specialties out of the wok, the culinary diversity is unlimited. With OUTDOORCHEF, barbecuing and cooking outdoors becomes an incomparable leisure time adventure. You become the Culinary Entertainer™, delighting yourself and your guests.

The OUTDOORCHEF Roma Grill retails for \$449.00 and will be sold exclusively through Advanced Outdoor Concepts (www.advancedoutdoorconcepts.com) and its authorized resellers.

In Brief: Release Summary

- Advanced Outdoor Concepts, distributors of the world's finest outdoor cooking systems, has announced the US introduction of the OUTDOORCHEF Roma 570 MX2 Grill
- Featuring OUTDOORCHEF's Flip Funnel design, the Roma Grill can cook like a convection oven, or like a traditional direct heat BBQ.
- Thanks to two separate ring burners, an impressive compact yet adequate cooking surface and a wide variety of optional accessories, the Roma is the perfect gas-powered grilling solution.
- The Roma Grill features a robust, stable cart frame with side tables and bottom shelf made of eucalyptus wood.

About Advanced Outdoor Concepts, Inc.

Headquartered in Deerfield Beach, Florida, Advanced Outdoor Concepts is a North American distributor of the finest outdoor cooking systems. Lines distributed include the Cobb and OUTDOORCHEF line of grills and cooking systems and accessories. For more information on Advanced Outdoor Concepts and its line of premiere grills, please visit www.advancedoutdoorconcepts.com.

Media Contact:

Scott Moody
Marketing Matters
(954) 925-1511
scott@marketingmatters.net

Company Contact:

Chris Holloway
President, AOC
(954) 427-5202
chris@advancedoutdoorconcepts.com