



Patent Pending
FireWire[®]
FLEXIBLE GRILLING SKEWER

2010 sales
program guide



Introduction

Fire Wire® was introduced to the world in the spring of 2009 at the International Housewares Show and has been an enormous retail success. Our objectives for 2010 are to continue to increase our sales with our current retailers and grow into new markets in the U.S. and internationally.

Fire Wire® has won several awards in the last year including....

- Gourmet Golds award for Best Gadget / Cutlery at the Gourmet Show in San Francisco, CA.

- Good Housekeeping* Research Institute evaluated over 1650 items in 2009 and selected Fire Wire® as one of the top 10 Very Innovative Products of the year. The GHRI award allowed Fire Wire® to be spotlighted on Good Morning America and subsequently featured in several national print publications.





New Product

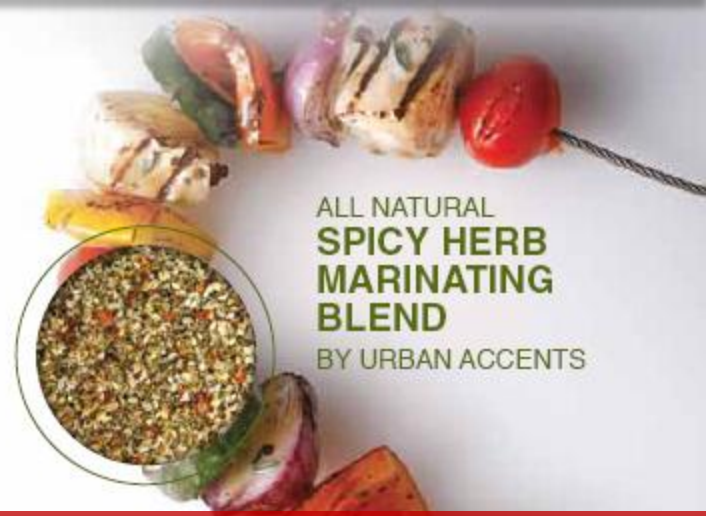
FIRE WIRE® MARINATING KIT BY URBAN ACCENTS®

Fire Wire® Marinating Kit

- 1 spice packet containing our All Natural Herb Blend
- Includes 1 heavy duty re-sealable bag



This versatile blend works great with chicken, beef, veggies, virtually anything you might want to grill using Fire Wire® Flexible Stainless Steel Skewers.



ALL NATURAL
SPICY HERB
MARINATING
BLEND
BY URBAN ACCENTS

This companion product for Fire Wire® is designed for the consumer looking for a dinner / entertaining solution that is different from the standard burger on the grill.

The customer will combine their favorite oil, the Fire Wire® Spicy Herb Blend and pre loaded Fire Wire® Skewers into the included resealable plastic bag and in 30 minutes they are ready to grill up a gourmet meal.

000955

(12 pc Marinating Kit Display)

Cost: \$1.95 FOB KS

MSRP: \$4.99



New Merchandising Aide

18" Charcoal Grill Display

This display solution is perfect for those retailers that are not willing to settle for average sales volume. This attractive display will draw customers over to investigate, and while we have their attention they can pick up the fake food skewer and see for themselves how truly unique and exciting the grilling and entertaining possibilities are with Fire Wire®.

This display solution is replacing our current corrugated video floor display. The grill will ship preassembled and the customer can pick and choose the supplemental merchandising aides based on their specific needs such as power availability.



PP0035
(18" Grill for Display)



Supplemental Merchandising Aides

Below merchandising materials can be purchased as a kit, or a la carte.



000909
(24 units in POP)

Merchandising Kit

- Fake food skewer PP0007
- Red rope lights 000931
- Looping DVD PP0001

PP0006
(3.5" Video Display Attachment)

