



## Outset® inks deal with Celebrity Chef Guy Fieri

**CHANHASSEN, Minn., — September 1, 2009** — Outset, Inc., the Minnesota-based designer, manufacturer, importer and seller of barbecue and entertaining products, is fired up to announce that it has signed an exclusive agreement with Celebrity Chef Guy Fieri to develop a product line of grilling and barbecue accessories.

Fieri, the likeable, laid-back California “guy” with his trademark bleached blonde spiky hair, won the second season of “The Next Food Network Star.” Today, this “Bad Boy” is the host of three top rated shows on “The Food Network.” Fieri’s infectious personality, coined “Guy-isms” and approachable cooking style make him a favorite of the young and old.

“His broad appeal and pledge to make cooking fearless and fun allows us the opportunity to develop a product line that is both edgy and functional in its design,” said Jeff Norling and Curtis Anderson of Outset.

The assortment will hit store shelves in early 2010 with attractive price points.

### About Outset

Founded in 2002, Outset is a leading supplier of sophisticated and innovative entertaining products within two main categories: “Grillware” —a collection of evocative & functional barbecue accessories and “Chillware” —a collection of unique & high-end barware items. Outset also holds the license for the Kingsford® branded “Grilltop Collection,” a comprehensive line of barbecue tools and accessories, and several Celebrity Chef branded product lines. Outset brings a full assortment and cohesive retail presence to both high-end specialty and mass market customers. Outset is headquartered in Chanhassen, MN.

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