



## **CHAR-BROIL PARTNERS WITH THERMAL ENGINEERING CORPORATION TO ADD NEW PATENTED INFRA-RED COOKING SYSTEM TO ITS PRODUCT LINE**

**Columbus, Ga. – July 6, 2005 – Char-Broil**, the best-selling brand of gas grills worldwide, has announced a partnership with the pioneer of infra-red cooking technology, **Thermal Engineering Corporation (TEC)**. Char-Broil will begin incorporating a new patented version of TEC's 100% infra-red cooking system into a series of grills that will be available to consumers at national retailers in 2007.

Char-Broil will be the first large-scale grill manufacturer to utilize TEC's patented infra-red cooking system and also the first widely-distributed manufacturer to offer the benefits of infra-red cooking at more affordable price points (i.e., below \$1,000).

Traditionally found only in high-priced premium grills, infra-red systems can cook hotter, sear food better and pre-heat faster than other cooking systems (gas or charcoal). Infra-red cooking has been used widely in the restaurant industry for years and is a standard cooking system in many of the finest steak houses throughout the U.S. "Infra-red can provide the intense searing capabilities that chefs used to say you could only get from charcoal," said Bill Best, Chairman and CEO of TEC. "There was some logic in that too, because glowing charcoal cooks mainly with infra-red energy."

Char-Broil has partnered with TEC to license the company's newest generation of 100% infra-red cooking technology for use in a line of more affordable grills. TEC won *Hearth & Home* magazine's Vesta Awards, given for new technology and innovation, in the categories of "Best Gas Barbecue" and "Best in Show for Outdoor Room Products" at the 2005 Hearth Patio and Barbecue Association Show for its newest invention, a flare-resistant infra-red gas grill that employs a new, more durable infra-red steel burner and uses 100% infra-red energy versus a combination of infra-red and convection. "All other grilling systems employ some type of convection cooking which dries out the food," said Best. "This new technology allows you to sear, smoke and cook evenly at very low and very high temperatures and keeps the food moist and tender because infra-red doesn't dry out natural juices."

"The future of the grilling industry is TEC's infra-red because it makes food taste better and cooks food like charcoal but with the convenience of gas," says Brad Turner, President of Char-Broil's parent company, the WC Bradley Co.

"Char-Broil is dedicated to continuously enhancing the grilling experience and to offering consumers the very best grilling technology," continued Turner. "This partnership with TEC clearly demonstrates Char-Broil's commitment to bringing the most innovative, best-in-class products to the marketplace."

TEC invented the high-efficiency, long-lasting ceramic infra-red burner in 1961. Since then, the company has built a portfolio of innovations in applied infra-red heat transfer. In the 1980s, TEC began using its infra-red expertise to improve the efficiency of commercial cooking equipment, and in 1982 patented the first gas grill with an infra-red burner below the cooking grate. Today, TEC manufactures and sells high-end infra-red gas grills (\$1,500+ per grill) and commercial cooking equipment through specialty retailers nationwide.

"This partnership plays to both Char-Broil's and TEC's strengths. We'll combine our research and development capabilities with Char-Broil's marketing and manufacturing expertise to bring the best grilling experience available to a wider audience of consumers," said Best.

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*Char-Broil is the leading manufacturer of gas barbecue grills, accessories, smokers and charcoal and electric grills. Based in Columbus, GA, the company is a division of W.C. Bradley Co. Visit [www.charbroil.com](http://www.charbroil.com) for more information.*

*Thermal Engineering Corporation (TEC) is a pioneer in the generation and application of infra-red energy. Call 1-800-331-0097 or [www.tecinfrared.com](http://www.tecinfrared.com) for more information.*

**Media Contacts:**

Esther Lippman/Kristen Tate, 404/262-3000  
esther.lippman@edelman.com / kristen.tate@edelman.com