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FOR IMMEDIATE RELEASE

Friendly Fires Announces Second Location

COBOURG, ON – June 2009 – Friendly Fires announced today that construction has completed on their new store in Cobourg, Ontario. The new showroom, located in beautiful downtown Cobourg, was built to better serve Friendly Fire's growing customer base from the Northumberland and Durham areas.

Friendly Fires Cobourg will offer the same products and services that Friendly Fires is known for, including fireplaces, stoves, BBQ's, smokers, custom masonry installations, service and inspections on all gas, propane and wood fireplaces.

Friendly Fires' success is attributed to its high quality products, full-time service and installation technicians, knowledgeable sales staff as well as some of the nicest showrooms in the fireplace & BBQ industry. The new store has created 3 full-time positions, and more jobs will be added as the business grows.

The new showroom is located at 70 King Street East across from Victoria Park.

About Friendly Fires

In business for over 20 years, Friendly Fires specialize in high-end gas, wood and pellet fireplaces, inserts, stoves as well as BBQs. During the past few years, Friendly Fires has been awarded a number of awards, including Retailer of the Year, Entrepreneur of the Year, as well as numerous industry accolades. For more information on Friendly Fires or their weekly educational courses on BBQ's & fireplaces, please visit them online at www.friendlyfires.ca.