



Friendly Fires
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FOR IMMEDIATE RELEASE

Friendly Fires Launches Massive Renovation Initiative

PETERBOROUGH, ON – August 1st 2005 – Friendly Fires announced today that it is undertaking a massive renovation initiative that will transform the existing showroom into one of the industries' best. The significant project – expected to take over 2 years – aims to achieve the following milestones:

- Dedicated customer & sales areas;
- Pellet fuel storage capabilities;
- 30 new wood and gas burning displays;
- An outdoor kitchen & BBQ island display (for BBQ demos and cooking classes);
- A standalone BBQ store;
- New accounting and service department offices;
- New customer washroom facilities;
- Over 2,000 square feet of cultured stone displays;
- The largest BBQ & fireplace accessory display in Ontario;
- A dedicated BBQ smoking section; and
- A new computer system that will automate all internal processes.



We apologize in advance to our customers for all the renovations and will do our best to limit construction to designated areas.

About Friendly Fires

Friendly Fires is the Kawartha's largest full-service specialty hearth retailer specializing in the sales and service of wood, gas, & pellet stoves, fireplaces, and BBQ's. For additional information, please visit www.friendlyfires.ca.