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FOR IMMEDIATE RELEASE

Kawartha Fireplace & BBQ's to merge with Friendly Fires

PETERBOROUGH, ON – June 1st 2007 – Friendly Fires announced today that Kawartha Fireplace & BBQ's will be merging with Friendly Fires effective June 1st 2007. Kawartha Fireplace & BBQ's was formally one of Peterborough's largest fireplace and outdoor grill retail operations.

By merging the two operations, Friendly Fires has become one of the largest fullservice hearth organizations in Ontario. Started almost 9 years ago by Dan Twomey, Kawartha Fireplace & BBQ's specialized in the sales and service of quality fireplaces, BBQ's, smokers, as well as cultured stone installations. Dan Twomey added:

"I am pleased to be joining the team at Friendly Fires. These past 9 years have been very exciting for me and my team, and I encourage all of my past and current customers to visit me at Friendly Fires. By combining our sales team, customer history as well as supplier relationships, we have really become a 1+1 = 3team."

The Kawartha Fireplaces showroom will remain open until the end of June. Beginning July 1st, all operations will be run out of the Friendly Fires headquarters on Highway 7 East in Peterborough. Dan brings over 12 yeas of hearth experience and will be heading up the contractor sales division at Friendly Fires.

About Friendly Fires

Friendly Fires is the Kawarthas 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.