



**CHAR-BROIL ANNOUNCES OFFICIAL GRILL SPONSORSHIP OF THE 2010
MEMPHIS IN MAY WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST**

May 4, 2010 – Columbus, Ga. – Just in time for grilling season, Char-Broil – America’s leading gas and Infrared grill brand – announces its official grill sponsorship of the 2010 Memphis In May World Championship Barbecue Cooking Contest taking place May 13-15th at Tom Lee Park in downtown Memphis, TN.

Char-Broil will let grill lovers in on the juicy little secret to moist, smoky, slow-cooked foods perfected by Memphis In May competitors, and how they can achieve similar results in the backyard with Char-Broil’s full line of Infrared products.

“Sponsoring one of the largest barbecue events of the year allows Char-Broil to connect with consumers and barbecue experts about the juicy benefits of Char-Broil Infrared grills and cookers,” said Michelle Zeller, Vice President of Marketing for Char-Broil. “We’ll spread the Infrared message through a number of initiatives including partnering with notable barbecue enthusiasts from around the country, hosting an Infrared Cooking Contest with local Memphis media personalities, launching a social media outreach initiative to stay connected with our consumers, and entertaining crowds with the Infrared Grilling Tour display.”

The Char-Broil Infrared Grilling Tour will roll into Memphis for the duration of the Memphis In May barbecue contest to entertain and educate the throngs of barbecue fans. Located in the main parking lot in the center of the park, the tour trailer will serve as the center of all of Char-Broil’s Memphis In May activities. Visitors to the tour trailer can learn about the benefits of Char-Broil Infrared, sample food cooked on Infrared grills and play interactive games for a chance to win prizes.

Big Personalities. Sizzling Competition.

Beginning at 1:30 p.m. CT on Thursday, May 13th, Char-Broil will host the first official Infrared Cooking Contest. Several popular Memphis media personalities – including Ernie Freeman, co-host of “Good Morning Memphis” and Steve Conley, host of “Conley and Karen in the Morning” on classic hits radio station 94.1 KQK – will demonstrate their skills on the versatile Char-Broil Big Easy Smoker, Roaster & Grill.

Memphis In May sanctioned judges will taste the contestants’ creations and choose first, second and third-place winners, who will each be awarded with a donation to their favorite local charity along with bragging rights. With several twists and surprises thrown in, the contest is sure to draw crowds and create many memorable moments.

Visitors to the Char-Broil tour trailer will also have a chance to meet and learn from Char-Broil's official grilling expert and "Sizzle on the Grill" blogger, Barry "CB" Martin. Also representing Char-Broil at Memphis In May are barbecue enthusiasts and guest chefs Julie Reinhardt, author of backyard barbecue book "She Smoke"; Larry Gaian, inventor of the famous "moink ball"; and Mike Hedrick, Pit Boss of the Pit Crew Barbeque Team. This diverse, experienced crew of barbecue aficionados will share infrared grilling tips and information throughout the competition.

Those not attending Memphis In May can get up-to-the-minute news and updates about the most exciting activities by connecting with Char-Broil online. Beginning Monday, May 10th, grill lovers can interact with Char-Broil on Facebook, [Twitter](#) and [YouTube](#).

For more information about Char-Broil, including its infrared products and the Char-Broil Infrared Grilling Tour schedule, visit the new www.charbroil.com.

About Char-Broil

Char-Broil®, based in Columbus, Georgia, is a leading marketer of infrared, gas, charcoal, portable, and electric outdoor barbecue grills sold under the Char-Broil®, Thermos®, Red®, Oklahoma Joe's®, and New Braunfels Smoker Company® brand names. Char-Broil markets and distributes a complete line of grills, smokers, fryers, and outdoor fireplaces, along with parts and accessories, throughout North America.

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