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NEWS RELEASE

Caliber Leads with the Social Experience of Grilling with the Rockwell by Caliber™ Social Grill™ at the ADD Show

HUNTINGTON BEACH, CA (March 2017) – Caliber Appliances, makers of award-winning grilling and indoor range products, will proudly display its Rockwell by Caliber Social Grill™ at the Architectural Digest Design Show in booth #144 as its flagship grill among its outdoor product line. The Rockwell Grill is the world’s first estate-scaled, 360 degree walk around, Social Grill™ and leads the grilling area of products with this innovative design. This design is created for David Rockwell of the Rockwell Group, an award-winning cross-disciplinary architecture and design firm in New York, exclusively as an installation for one of Rockwell’s projects.

The Rockwell by Caliber Social Grill™ was designed to foster socializing and is inspired by the act of gathering around the hearth or campfire. By design, the grill allows guests to stand on all four sides during grilling, and a focal area when keeping food warm while entertaining. It features a fully retractable patent pending “disappearing” lid with a special counterbalance mechanism that allows for a smooth transition from open to close with ease. When opened the hood disappears under the cooking element creating a grilling surface that is accessible from all sides.

This grill offers an Industry exclusive, 20,000 BTU patent pending Crossflame™ Burner for ultra-even grilling plus radiant technology. The freestanding exterior grill is built from heavy-gauge, powder coated, aviation-grade aluminum and is draped over a custom Brazilian cherry stand that is hand rubbed for a fashionable looking finish.

The Rockwell by Caliber Built-In Social Grill™ comes standard in 304 Stainless Steel and is available as a 2-burner 42" model and a 3-burner 48" model for custom/built-in applications. Custom RAL colors and wood handle upgrades are also available on freestanding and built-in applications.

Caliber will also be displaying the 36" Indoor Professional Range, 48" Indoor Professional Range, 42" Crossflame Pro grill on a cart and 22" Caliber Pro Kamado Charcoal Grill/Smoker among the Rockwell by Caliber Social Grill in booth #144 (under PR1ME Marketing, Caliber’s East Coast distributor) at the Architectural Digest Design Show in New York March 16-19th 2017.

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ABOUT CALIBER

Caliber Appliances is dedicated to innovative design and superior engineering down to the smallest detail. Caliber’s focus on excellence in form and function has led to award-winning status for their gas barbecues and multi-function wood smokers and rave reviews in the market for its restaurant-like food. Even famed designer David Rockwell chose Caliber to build his newest line of grilling entertainment centers. Caliber delivers True American Luxury in grilling with premium products that can transform an outdoor kitchen into a commercial grade Culinary Center. The Caliber line of products includes the Crossflame™ Pro Grill, Crossflame™ Silver series, Caliber™ Pro Kamado Charcoal Grill and Smoker, the Rockwell by Caliber™ Social Grill™, Tailgate Grill, and Caliber™ Comfort Heater. The new Caliber™ Indoor Professional Range and Rangetop series complements the outdoor suite of products. Caliber has been recognized with “Product of the Year” awards and is the recipient of two Vesta Awards from *Hearth & Home* magazine.

ABOUT DAVID ROCKWELL

David Rockwell has amassed a 250-person award-winning, cross-disciplinary architecture and design practice based in New York City with satellite offices in Madrid and Shanghai. Boasting a legendary design resume ranging from restaurants (Nobu), hotels (W and Cosmopolitan of Las Vegas), airport terminals, and hospitals, to award shows (the 2009 and 2010 Academy Awards) and film/Broadway sets, Rockwell has a personal affinity for food spaces and is recognized by some of the world's most renowned chefs.

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ROCKWELL
— *by Caliber™* —
PRO SERIES  SOCIAL GRILL™



60" Rockwell by Caliber™ Social Grill™



42" Rockwell by Caliber™ Built-In Social Grill™