

**FOR IMMEDIATE RELEASE**



## **DURAFLAME® & GLOBAL ICONS HEAT UP LICENSING**

**LOS ANGELES, CA** – April 24, 2008 – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, has been named the exclusive licensing agent for Duraflame®, America's firelog brand leader.

Nearly 40 years in business, Duraflame is the brand leader in the manufactured fireplace fuels category. Duraflame has maintained its position through a relentless commitment to providing customers with first in class quality products. The company holds a significant share of the more than \$250 Million firelog market. Last year, over 100 million firelogs were burned in homes across the US.

Global Icons will assist Duraflame to carry on its leading position in the market by strategically building upon the successful existing licensing program that includes Charcoal Products and Utility Lighters.

"The Duraflame brand has broad recognition for quality, safety, and environmental responsibility. Consumer research has indicated there is an opportunity to expand the brand and its strong associations to many related categories. We have initiated a few brand extensions through licensing on our own, but realized to maximize our brand potential through licensing we needed a professional firm to recruit, qualify, and manage relationships with the best quality licensees. After reviewing several licensing agencies to represent our brand we selected Global Icons due to their expertise in general merchandise categories like ours, as well as their reputation for establishing creative, enduring, and profitable partnerships with licensees and leading mass market retailers," stated Chris Caron, Vice President of Brand Development for Duraflame, Inc.

Using Global Icons' expertise, they will expand the Duraflame name into brand extensions that will uphold its outstanding reputation and introduce the trusted name into additional hearth, patio, and barbeque related categories. The broader product portfolio will bring innovative and resourceful solutions that satisfy consumers' needs and are aligned with Duraflame's strategic initiatives.

Today, Duraflame continues to lead its industry in product innovation. Beginning in 2006, Duraflame embarked on a strategy to convert the petroleum wax component of its firelogs to non-petroleum “bio waxes” derived from renewable plant and vegetable oils that resulted in a dramatic improvement in product performance and significantly reduced the environmental impact. The licensing program will seek out qualified prospective partners and products that promote sustainability and preserve the brand’s integrity.

“Duraflame’s favorable reputation as a dependable and trusted brand provides the perfect platform to extend beyond the core business and offer consumers the same quality and innovation through licensed merchandise programs,” said Jeff Lotman, CEO of Global Icons. “We look forward to a rewarding and fruitful partnership with Duraflame.”

### **About Duraflame**

Duraflame, Inc. is America’s firelog brand leader. Headquartered in Stockton, California, Duraflame is a privately held, family-owned company that has been in business for more than 30 years. The company produces firelogs, fire starters, fireplace accessories, barbecue and outdoor products. More information about Duraflame and its complete product line can be found at [www.duraflame.com](http://www.duraflame.com).

### **About Global Icons** ([www.globalicons.com](http://www.globalicons.com))

Global Icons is the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura, Build-A-Bear Workshop, Chuck E. Cheese's, Cold Stone Creamery, Crock-Pot, Duraflame, The Hershey Company, Hollywood, Honda, Honda Motorcycle, Humvee, Igloo, Tonino Lamborghini, LoJack, Make-A-Wish, Miso Pretty, Mr. Coffee, Mrs. Fields, Oster, Spic and Span, Sunbeam, and UPS, among others.

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