



(Atlanta, Georgia, May 1, 2011) What do leading companies and brands like BMW, Oracle, Citibank, Verizon, General Mills, Rolex, Tommy Bahama, Paramount Pictures and Red Bull have in common with The Big Green Egg?

Beginning on May 1, Big Green Egg will be in the company of these leading brands in a massive national airport advertising campaign that will deliver over 104 million impressions at major US airports throughout National Barbecue Month!

- **San Francisco**
- **Dallas/Ft.Worth**
- **Atlanta**
- **Philadelphia**
- **Tampa**
- **Indianapolis**
- **Boston**
- **Nashville**
- **Chicago**
- **Seattle**

Each Big Green Egg backlit ad board measures over five feet across, and features the new Big Green Egg branding, along with a SmartPhone QR (Quick Response) Code which will enable travelers to immediately view a commercial message featuring Ray Lampe (Dr.BBQ) and obtain information on locating a dealer in their area. Each ad board will be in place throughout National BBQ Month (May) and will be seen on airport concourses and/or baggage claim areas.

The national advertising initiative is designed to reach the prime BGE demographic in a dramatic and visual setting where the power of the branding and the imagery on the BGE ad board will deliver an immediate impression – that a Big Green Egg produces mouth-watering food; that it is very versatile; and it is The Ultimate Cooking Experience!TM

About the Big Green Egg

The Big Green Egg Company was founded by Ed Fisher in Atlanta, Georgia over thirty years ago as he set out to bring a modernized version of the ancient kamado-style cooker to the American culinary marketplace. His product, the Big Green Egg, now created from advanced ceramic materials, is widely acclaimed as the best kamado-style cooker in the world with legions of fans (known as EGGheads) in over twenty-five countries. Ed Fisher has never wavered in his commitment to quality and the pursuit of perfection, and to this day all Big Green Eggs are still sold with a lifetime warranty on key components. Often copied, never matched ... there is only one, original Big Green Egg – The Ultimate Cooking Experience!TM