



The Big Green Egg Company Announces Staff Expansion

(Atlanta, Georgia, July 8, 2011) The Big Green Egg Company, the leading brand in the ceramic cooker market segment, announced the expansion of staff with key hires in several departments.

Rob D'Amico has joined the company to manage the Interactive Communications Department. Previously Internet Content Manager with Clear Channel Radio, D'Amico has extensive experience with video production and website design, and will lead the company's initiatives to offer informative and entertaining on-line content, including streaming videos to all dealers of the Big Green Egg Academy classes.

Jeff Martin has joined the company as manager of the Graphics Department, utilizing his expertise with high-impact brand-building promotions to further the expansion of the Company's marketing efforts. Martin's responsibilities will include the design and production of promotional support materials, packaging, collateral and point-of-sale materials.

Nick Goode joined the company as the Marketing Services Manager. In addition to considerable industry-specific knowledge, Goode has hands-on expertise within media merchandising, dealer communications, point of sale, direct mail, social media and integrated marketing platforms. He holds a Business Management degree from the University of Plymouth in England.

D'Amico, Martin and Goode will report to Jodi Burson, marketing manager for Big Green Egg. "These significant additions to the BGE team will pay immediate dividends in terms of expanded capabilities within our Marketing and Promotions Department," commented Burson. "But more importantly, this will position the company to support sales and dealer growth initiatives both domestically and internationally in the years ahead."

In addition to the expansion within the marketing department, the company has enhanced the sales department with the hiring of Duane Davis as a Customer Service Representative. Davis has extensive experience in customer service and the food service industry, and holds an AOS Degree in Culinary Arts from New England Culinary Institute in Essex, Vermont.

"This additional position within our customer service department will provide immediate

dividends to support the growing number of Big Green Egg dealers and owners throughout the country,” said Lou West, sales manager for Big Green Egg. “We are very excited at the prospect in bringing a talent at this level into the Big Green Egg, and look forward to his contributions to our growth.”

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