



***The Big Green Egg Company Launches New EGGzilla™***  
**Largest EGG® ever to debut at HPBA Expo**

(Atlanta, Georgia, March 3, 2011) For over thirty years, the Big Green Egg® has been known not only for producing amazing culinary results from the unique kamado-style cooker created by Ed Fisher, but for the many sizes - from Mini to XLarge – that are available to fit any consumer's lifestyle. From tailgater to professional chef or backyard grilling aficionado, there is a Big Green Egg to meet any need and level of culinary interests.

While the food produced on the EGG is legendary, it's the passion of Big Green Egg fans that has been the basis of the success of this amazing and versatile cooker. These EGG fans, affectionately known as EGGheads, have inspired a tradition of gathering and celebrating their favorite cooker at the annual event known as EGGtoberfest. This year, in a reaction to overwhelming demand for expanded capacity, the 13<sup>th</sup> annual EGGtoberfest doubled in size and moved to the infield of Atlanta Motor Speedway to handle the ever-growing crowd.

"After all these years of making the Big Green Egg better and better, and gathering together to share our enthusiasm for the EGG, we realized that although we had perfected the ceramic cooker, we were seeing demand for even more of a good thing," commented Big Green Egg Founder and Chairman Ed Fisher. "Although we currently offer the Big Green Egg in five sizes, we are never satisfied. So, taking a cue from EGGtoberfest and the EGGhead community, we have decided to double the size of our largest EGG."

Today at HPBA Expo 2011 in Salt Lake City, the company has unveiled the latest addition to its already impressive line with the launch of the new and unprecedented EGGzilla™ in a size that will stun the casual observer. EGGzilla measures twice the size of the already impressive XL EGG, stands 64" tall and provides over 1800 square inches of cooking surface.

In anticipation of twice the fun, the company is also introducing an 80# bag of its branded Natural Lump Charcoal to accommodate the massive culinary events that will surely follow the launch of the newest EGG.

In order to handle the warehousing requirements of the new EGGzilla, and to better service the exponential growth in sales that the company is experiencing, Big Green Egg recently opened an expanded Distribution Center near the company headquarters in Atlanta.

“My only concern”, quips Fisher, “is that I have heard rumors that the number of fans at EGGtoberfest is projected to double again this year ... I think we may need to start work on an even larger EGG!”

### **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!<sup>TM</sup>