



For Immediate Release

INTRODUCING FIRE F/X – Engage your senses.

Twin-Star International is already gearing up for the holidays, or as we refer to it around here, fireplace season! And we're kicking it off with the introduction of our brand new, all LED, Fire F/X insert.

This electric fireplace insert is unlike anything you've seen, or heard, before. That's right, not only have we improved the visual effects, but we've added sound to complete this unmatched sensory experience.

Fire F/X crackles and pops while the redesigned ember bed and log set are simultaneously sparking and pulsating. There's even a sound effect that imitates the wind whooshing through your chimney and a down light that casts shadows on the logs, the way authentic flames would.

All of the effects can operate independently from one other which gives consumers the option to truly customize their ClassicFlame experience, and with all of the products out there to choose from, it's nice to know there's one that will operate just how you like it.

The LED technology employed by Fire F/X takes an already energy efficient and environmentally friendly fireplace to the next level. Regular incandescent light bulbs need to be replaced every 5,000 hours or so, while LED's have a life span of over 100,000 hours. Also, regular bulbs require 120 watts of electric power. The LED's we use to power the same flame effect only draw 11.2 watts. That's the kind of energy savings that's not only easy on the environment; it's easy on the wallet too.

For a full demonstration of this remarkable new electric fireplace technology, please visit us for the grand opening of our showroom in the **Las Vegas World Market Center Building C-1578**

If you would like more information about this topic, or to schedule an interview, please call Alexia Rouquette at 561. 665.8093 or e-mail ARouquette@twinstarhome.com

