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Regency® Contemporary Fireplaces Light Up Consumer Interest in Even the Most Remote Areas

Delta, B.C. (September 17, 2008) – From city centers to small towns, consumers are seeking out contemporary fireplaces for their new home designs or remodels. Regency Fireplace Products, a preeminent fireplace, insert and freestanding stove manufacturer in North America, reports significant interest in and sales of the new Contemporary Collection of fireplaces. The Regency Contemporary Collection fireplace line is for the discerning homeowner as well as the design-focused architect or custom builder.

However, the most unique fact about the Contemporary Collection is that even people in remote or non-urban communities are finding interest in these products, notes Robert Little, CEO of Fireplace Products International, manufacturer of Regency Fireplace Products.

“Even in our most traditionally styled showrooms in remote areas, there is brisk demand for contemporary fireplaces,” says Little. “Our modern design is finding roots in communities all throughout North America. We’re actually quite intrigued.”

The key trademark elements of the Regency Contemporary Collection include: a cobalt blue crystal firescape; optional reflective panels to amplify the appearance of the fire; dramatic colored frames; and a fireplace face without louvers. The collection can be included in blueprints or added to a home during a remodel. Beyond residential applications, the Contemporary Collection is being included in commercial designs, such as restaurants, hotels and lounges.





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Regency's Contemporary Collection includes four products:

- **Regency Horizon™ HZ54 Gas Fireplace:** This direct vent natural gas fireplace has a 46-inch wide panoramic view, replacing traditional logs with cobalt blue crystals or soothing ceramic spa stones. This model is appropriate for use in both residential and commercial applications.



- **Regency P33 Sunrise™ Gas Fireplace:** This model expands the modern design selection for architects, designers and consumers in new home builds and residential renovations. Its shallow depth (12 3/4-inches) allows for the P33 Sunrise to be installed anywhere.



- **Regency L676 Sunrise™ Gas Fireplace:** The L676 Sunrise frames a 676-square-inch opening, featuring a unique curved bed of cobalt blue crystals.



- **Regency E33 Sunrise™ Gas Insert:** Regency has transformed its most successful direct vent gas insert with a contemporary design for existing masonry fireplace upgrades. The E33 Sunrise has an innovative curved platform that accentuates the yellow and orange flames emerging from the fire bed.





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As trends toward modern design continue to gain appeal on a broad scale, Regency felt the need to respond to growing market demands. “The Contemporary Collection is our answer,” says Little. “And we are enthusiastic about introducing this inspirational new line of products to our customers, while upholding the same level of quality and value Regency is known for with our more traditional and luxury lines.”

View all Regency products at www.regency-fire.com.

About Regency Fireplace Products

Regency Fireplace Products is a preeminent fireplace, insert and freestanding stove manufacturer in North America. Located in British Columbia, California, Illinois, Maryland, New Hampshire, Ontario, Oregon and Australia, Regency designers and employees design live and work in the markets. The Regency family of brands includes Regency, Hampton and Excalibur products distributed throughout the United States, Canada, Mexico, Australia, New Zealand and parts of Europe and Asia. With almost 30 years of manufacturing experience, Regency stands behind all of its products by offering a lifetime guarantee of quality craftsmanship. For more information, log onto www.regency-fire.com.

