



Hulk Hogan Tag Teams with Direct Marketing Heavyweight Tristar Products Inc. to Unveil The Hulk Hogan Ultimate Grill

March 2007 — Superstar celebrity Hulk Hogan has tag teamed with direct marketing heavyweight Tristar Products Inc., to unveil the innovative and unbeatable ***Hulk Hogan Ultimate Grill***.

The fabulous, multi-faceted kitchen appliance recently made its world premier at the International Home & Housewares Show in Chicago, where 60,000 industry professionals were on hand. Legions of retail buyers lined up to meet Hogan, take in the 30-minute feature infomercial for the Ultimate Grill and get a hands-on display of its cooking prowess.

“Hulk Hogan is a tremendous ambassador for this amazing product,” said Keith Mirchandani, President and CEO of TriStar Products Inc. “He was so professional and gracious at the Home and Housewares Show, spending hours signing autographs and showcasing the Ultimate Grill to the biggest retailers in the world. He’s a pleasure to work with and will undoubtedly make the grill a world champion with consumers.”

The Ultimate Grill is a versatile cooking marvel, offering more than five different cooking functions. It can be used as a grill, skillet, waffle iron, pizza oven or even a sandwich maker, catering to numerous food making needs. With its interchangeable plates and variable heat settings, the Ultimate Grill allows you to cook several mouth-watering foods at the same time. And it comes with a self-contained fat trapper that makes cleaning up quick and easy.

“The Hulk Hogan Ultimate Grill is just like me and all my Hulkimaniacs— strong and versatile,” said Hulk Hogan, star of the hit reality TV series, *Hogan Knows Best*. “Filming the infomercial for the Ultimate Grill at TriStar Studios was a great experience. I can’t wait to see all the fans who watched me as the world wrestling champion go out there and buy the Ultimate Grill and be cooking pros in their own home.”

ABOUT TRISTAR PRODUCTS INC.

Tristar Products Inc., is the recognized industry pioneer in infomercials and direct marketing. With over \$1 billion in sales, Tristar Products Inc. has a proven track record of taking innovative ideas and turning them into world wide distributed products. The company successfully develops, markets and distributes a diverse array of products including home appliances, fitness equipment, sports gear and health and beauty programs. Tristar Products Inc. is constantly being sought to form strategic business alliances with product innovators and celebrities, such as *Hulk Hogan, Jack LaLanne, Carol Alt, Denise Austin, Brenda DyGraf and Rachel Hunter*.

ABOUT HULK HOGAN

Hulk Hogan is a megastar TV actor and the most famous professional wrestler in the world. He currently stars on the hit reality show, *Hogan Knows Best*. A former WWE Champion, Hogan has headlined 10 WrestleManias. Outside of the ring, this larger than life icon has starred in numerous motion pictures, including *Rocky III, No Holds Barred, Suburban Commando, Mr. Nanny and 3 Ninjas*. Hulk Hogan was recently inducted into the WWE Hall of Fame.