



FOR IMMEDIATE RELEASE

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ARE YOU READY TO SPORK?

Industrial Revolution introduces a larger serving version of the wildly popular Spork

Redmond, WA (September 2007) – The country’s favorite 3-in-1 eating utensil just got bigger! About 50 percent larger than the original, the new **Light My Fire® Serving Spork** is the perfect finishing touch for any dinner party, picnic or camping trip.

While variety should be a part of every meal, sometimes when you’re on-the-go you just don’t have the utensils to serve your favorite dishes. The **Serving Spork** has you covered – it’s lightweight and portable so it won’t weigh down a camping pack or picnic basket and extremely durable to resist nature’s likely wear and tear. Like the original **Spork**, it is made of a high temperature polycarbonate material that won’t melt in hot liquids or scratch non-stick cookware.



The Light My Fire® Serving Spork is 50 percent larger than the original

“While we have received amazing feedback from consumers about the original **Light My Fire® Spork**, we found a lot of campers and picnickers wishing they had a serving utensil that they can take with them anywhere,” says Keith Jackson, president of Industrial Revolution, Inc. “The lightweight and convenient **Serving Spork** can fit into any pack, allowing you to prepare and serve a gourmet meal whenever and wherever you are!”

Not just for use in the woods or on a picnic, the innovative design of the **Light My Fire® Spork** will make you the hit at any BBQ or dinner party! Both sizes are also perfect for your kitchen & tabletop, backpack, boat, lunchbox, purse or briefcase.

In addition to the original 11 bright and bold colors, outdoor enthusiasts can now find the **Spork** (MSRP \$3) in metallic hues of green, rust, silver and purple to complement any picnic basket or serving set. The **Serving Spork** (MSRP \$5) will be available this Fall in three civilized colors: black, red and metallic silver.

About INDUSTRIAL REVOLUTION, INC.

Dedicated to burning the candle at both ends to bring innovative ideas to the outdoor recreation market, Industrial Revolution, Inc. is the manufacturer of diverse products including the unique UCO Candle Lanterns, Play & Freeze Ice Cream Maker, backpacker stove stands and golf vises. Recently added to their line of products is the Swedish brand, Light My Fire, offering clever tools that enable outdoor adventures. The company is based in Redmond, WA, and its products are widely used by outdoor enthusiasts the world over. For additional information, contact Industrial Revolution, Inc. at 888-297-6062 or visit www.industrialrev.com.