



Contact:
Jonathan Svilar
Phone: 510-597-3527
marketing@companion-group.com

FOR IMMEDIATE RELEASE
4-17-2017

The Companion Group Introduces Line of Smart Outdoor Living Products

New Line Timely as Consumer Interest in Smart Homes Grows

BERKELEY, CA – The Companion Group is excited to release CC Sync™, its line of smart outdoor living products. CC Sync™ items include the Q-Tech Bluetooth® Thermometer as well as the Soundbeam™ Grill Light with Bluetooth® Speaker with plans to add more items in the future. Grilling fans can amp up their next backyard experience with CC Sync™.

A growing number of Americans want to live in a smart home. A 2016 study by Kelton Global found that eight in ten Americans “either own or have interest in smart home devices.” According to the same report, 38% of respondents were more interested in connected home products at the time of the survey than they were six months prior. The respondents cited greater convenience as the main factor behind their enthusiasm. In addition, a December 2016 study at the State University of New York Polytechnic Institute found that members of several focus groups were interested in “buying the devices in the near future.”

The smart backyard is the natural next step in a connected lifestyle. As a leader in outdoor living for over 30 years, The Companion Group is positioned to understand what people are looking for when they shop for their backyards – and to deliver those options ahead of the curve.

“We are a company that has always innovated, so CC Sync™ makes sense for us. The backyard really opens up a lot of opportunities for smart products to shine,” CEO Chuck Adams said.

Positive comments on the CC Sync™ line are already rolling in. The Soundbeam™ Grill Light with Bluetooth® Speaker garnered interest at the International Home and Housewares Show in March 2017. Not one to rest on their laurels, The Companion Group product development team is working on new designs for more items in the line.

The CC Sync™ line will be available through major sales channels starting in spring 2017.

#

Founded in the Bay Area in 1984, The Companion Group develops and markets an array of brands in the outdoor and indoor living categories, including Charcoal Companion®, Steven Raichlen Best of Barbecue™, Pizzacraft®, and Not In My Backyard™. In 2014 The Companion Group evolved into an employee stock ownership plan (ESOP) and continues to thrive on a commitment to creative and innovative design, unique licensing-partnerships, superior



communication and service, and well-developed retail solutions for an ever-changing marketplace. For more information, visit www.companion-group.com.