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(w/CD of images)

THE RACE IS ON! SONORAN FIREPLACES ENTER PRE-FAB MODULAR MASONRY MARKETPLACE WITH EYE ON THE LEAD

Albuquerque, N.M. (July 17, 2007) – In an industry dominated by metal, zero clearance fireplaces there have been few options available to the customer looking for a true masonry firebox. Now Southwest Kiva, a New Mexico-based manufacturer for almost 10 years, is turning heads with an alternative in the pre-fab fireplace market. Southwest Kiva is producing the American-made Sonoran Series of fireplaces featuring the latest in prefabricated modular masonry precast fireplace technology. A lightweight and easy-to-install alternative, the Sonoran Series provides a cost effective yet attractive solution for customers searching for a classic, full-scale, real masonry fireplace.

“We’re looking to reintroduce the traditional masonry fireplaces,” said Dean Carroll, President of Southwest Kiva. “The Sonoran Series of fireplaces look as if they were created by old world artisans, but with the ease and cost savings of a pre-fabricated installation.”

The modular system comes lined with actual firebrick and is available in running bond, herringbone and split brick, as well as a variety of colors. Currently available in 36-, 42- and 48-inch sizes, with additional sizes available in Fall 2007, these large full view fireplaces can be converted by adding an optional arched front.



To double the pleasure of the home or outdoor living area, the Sonoran Series is also available in 36- and 42-inch See-Thru fireplace models, which are approved for both indoors or outside.

In addition to adding warmth and style, a Sonoran Series fireplace is a practical investment. Offering the ease of installation that only a pre-fabricated fireplace can offer, the precision factory-built pieces fit together easily for installation that can be done in hours, not days. All Sonoran Series fireplaces can burn either wood or gas logs and come equipped with a unique integrated air tube that allows outside air to be delivered directly to the fire for greater efficiency. These modular masonry fireplaces are approved for use with FMI, Heatilator, and CFM air-cooled chimneys, providing an affordable solution for homeowners. For more

information on the Sonoran Series, please visit the website at www.sonoranfireplaces.com.

-SONORAN FIREPLACES-