



PRESS RELEASE

For Immediate Release

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TERRA FLAME HOME SET TO ILLUMINATE INNOVATIVE FIRE-BASED FURNITURE

Recent investment from Banyan Ventures has fueled the growth of the Salt Lake City company.

SALT LAKE CITY, OCTOBER 2013—Backed by a recent investment from Banyan Ventures, a professional venture-building firm in Salt Lake City, Terra Flame Home is receiving national attention for its clean-burning, portable, fire-based furniture.

Also located in Salt Lake City, Terra Flame Home specializes in the design, manufacturing, and distribution of indoor and outdoor bio-fuel firespaces, including: fireplaces, fire tables, fire pits, torches, and lanterns. The innovative furniture is powered by a unique odorless, smokeless, and virtually CO₂-free fuel called SunJel, which provides a clean-burning and beautiful flame and requires no ventilation.

With their ability to incorporate fire into spaces where it wasn't an option before, Terra Flame Home's products have attracted the attention of urban dwellers, outdoor patio dealers, landscape architects, pool builders, and interior designers, including an endorsement from HGTV design star and best-selling design author Candice Olson. The company's products have also been featured in several leading home décor and outdoor living publications.

With the investment from Banyan, Terra Flame Home plans to expand its distribution channels and product offerings in 2014 and is currently seeking retail partnerships across the United States and Canada.

"Banyan's investment in our company has allowed us to focus on what we need to focus on—growing our business," said Steve Young, an award-winning entrepreneur who founded Terra Flame Home in 2011 and is president of the company. "With additional growth capital, as well as seasoned leadership support, we are well-positioned to take advantage of broad and diverse growth opportunities."

Banyan oversees Terra Flame Home's financial and accounting functions and has helped to recapitalize and reorganize the business and optimize product production.

To facilitate the Terra Flame Home investment, Banyan partnered with Mark Taylor of Taylor Derrick Capital and other investors who provided the additional financing needed to round out the investment.

Visit www.terraflamehome.com and www.sun-jel.com for more information.

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ABOUT BANYAN VENTURES

Banyan Ventures was founded in 2003 by a team of managing partners with extensive experience in strategic planning, operations, financial management, sales, and marketing. With this expertise, Banyan has established a robust infrastructure and proven methodology for successful business development. Visit www.banyanventures.com for more information.