



COYOTE OUTDOOR LIVING JOINS NATIONWIDE MARKETING GROUP

Dallas, TX (October 3, 2016) - Coyote Outdoor Living, the Dallas-based, high quality outdoor kitchen company, announced today it has joined Nationwide Marketing group, North America's largest buying and marketing organization for independent retailers, effective immediately. The new alignment expands Coyote's access to independent retailers seeking to incorporate beautifully designed, high-quality outdoor living components – ranging from grills and smokers to refrigeration and storage products – into their business and product portfolio.

"Coyote Outdoor Living is pleased to join Nationwide as their new Vendor Partner," said Jim Ginocchi, President, Coyote Outdoor Living. "Outdoor living is an exciting and promising growth area for Nationwide's retailer members and we are pleased to have the opportunity to align with these forward-looking retailers to make premium-level outdoor living products accessible to consumers at a price point that keeps their budgets in mind without having to sacrifice performance or quality."

The Coyote Outdoor Living product portfolio encompasses gas and charcoal grills and smokers, refrigeration and refreshment products, storage and cabinetry doors, and all of the necessary cooking and maintenance accessories desired, all built from premium 304-grade stainless steel. The quality of each product's construction and design offers affordable luxury to consumers seeking to achieve a high-performing, long-lasting outdoor living environment that echoes the convenience and features of a home's indoor kitchen.

"Nationwide Marketing Group is excited about our newest Vendor Partnership with Coyote Outdoor Living. Their products are specially designed to offer high quality stainless steel grills and accessories at key price points in the 'mass premium' segment," said Patrick Maloney, Sr. VP Appliances, Nationwide Marketing Group. "Coyote Outdoor Living will enhance our breadth of assortment in this growing outdoor living category. This new relationship will help enable our focus, which is to deliver an extensive product portfolio for our members that truly meet the needs of consumers."

In addition to its membership with Nationwide Marketing Group, Coyote Outdoor Living products are available through a network of distributors across North America. For more information, visit CoyoteOutdoor.com.

About Nationwide Marketing Group

Nationwide Marketing Group works beside thousands of appliance, furniture, electronics, specialty electronics, custom installation and rent to own dealers helping them grow their businesses and their bottom lines. With over 3,500 members operating more than 10,000 store fronts and \$15 billion in combined annual sales, Nationwide is North America's largest buying and marketing organization. Industry veterans, heading Nationwide's seven regional divisions, work to provide independent dealers with personalized service and local programming in every market they serve. More information is available at www.nationwidemarketing.org.

About Coyote Outdoor Living, Inc.

Founded in Dallas, TX, Coyote Outdoor Living is an innovative company that specializes in the design, development and production of high-quality, all-stainless steel grills and accessories, providing people with the

tools to build the outdoor kitchen of their dreams. Coyote's advanced suite of products offer an affordable luxury culinary experience for those who are passionate about cooking outside. Coyote manufactures a broad range of grills, storage solutions, secondary cooking options, refrigeration, and more. Their products can be purchased throughout North and South America and the Caribbean and are available through a large network of distributors. Coyote Outdoor Living was conceived to bring to market a suite of products that allow consumers to create the outdoor kitchen of their dreams. For more information on Coyote, visit <http://www.coyoteoutdoor.com/> or view their social channels at <https://www.facebook.com/coyoteoutdoor> and <https://twitter.com/CoyoteOutdoor>.