

**FOR IMMEDIATE RELEASE**

DATE: Sept 29, 2010  
Contact: Michael O'Russa, Rome Industries Inc.  
tel: 800/818-7603  
fax 800/936-7663  
michael@romeindustries.com

**Rome Announces Release Of Hideaway Fork**

Madison, WI – The hideaway fork is an elegantly simple stainless steel roasting fork that completely packs into the wood handle when not in use. The 10" hardwood handle has a hidden compartment that when on unscrewed reveals the stainless steel fork. To use, simply pull out the fork like a car antennae until fully extended, unscrew the tine and reattach so that it's facing out. When fully extended the overall length of the fork is 42" long and perfect for marshmallows & hot dogs. When not in use it packs down to a 10" x 1" wood dowel.

The hideaway fork is perfect for those with limited storage space and makes a unique gift item for the camper or bbq enthusiast. Early industry feedback and bookings at Outdoor Retailer & NBS trade shows has been extremely positive. The hideaway fork is slated for a November opening ship date with a MSRP of \$19.99.

Designed and manufactured by Rome Industries, Inc., the hideaway fork is just one of 17 different hot dog & marshmallow roasting forks available in the company's extensive line of family camping cookware.

**For more information contact:**

Michael O'Russa  
Rome Industries, Inc.  
Marketing Office  
2002 Atwood Avenue #217  
Madison, WI 53704  
tel 800/818-7603  
fax 800/936-7663  
[michael@romeindustries.com](mailto:michael@romeindustries.com)  
[www.romeindustries.com](http://www.romeindustries.com)  
twitter: romeind