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GRILL CHARMS HOOKS AN INVESTOR IN THE SHARK TANK  
Barbeque Accessory Start Up Brings Multiple Investors To The Table On ABC's Hit Show

CHARLESTON, SC – OCT. 05 – Startup company, Grill Charms™ swam with the sharks on ABC's hit show "Shark Tank" and received multiple investment offers to help grow the company's four collections of barbeque grill charms.

Company president and Grill Charms inventor Leslie Haywood pitched her case to the show's panel of five venture capitalists and requested \$50,000. A feeding frenzy ensued where all four male sharks on the panel vied for a stake in the business. With three separate offers on the table, Haywood chose to accept \$50,000 from Robert Herjavec, a successful Internet and technology mogul, in exchange for 25% equity in the company.

Grill Charms are dime-sized solid stainless steel charms placed in meat before grilling. They offer a solution to identifying spices and flavors, steak temperatures and to avoid health and allergy issues. "I'm a survivor," said Haywood, "after overcoming breast cancer and raising two beautiful children while running the business, there's not much that I'm afraid of, not even sharks!"

Haywood's appearance on the show contained dramatic negotiating from four sharks. Herjavec noted, "I think this is one of the best ideas we've seen." Though Kevin Harrington and Daymond John teamed up to make an offer, Haywood was unwilling to give away the 50% equity they required.

"I believe in my product," continued Haywood, "and I think that got through to the Shark Tank. Grill Charms is here to ensure that every American gets what they want – how they want it- hot off the grill. With the investment I've received, we plan on expanding the business in many new and exciting directions."

The company currently offers four different collections of charms: Steak Collection, Spicy Collection, Charmed Life Collection and the Pink Collection which gives 10% of proceeds to breast cancer charities. Each collection retails for \$19.95. Grill Charms are available for purchase on the company's website at [www.GrillCharms.com](http://www.GrillCharms.com) or at specialty stores across the country as listed on the site.

Haywood made her appearance on "Shark Tank" on Tuesday, September 29<sup>th</sup>. The show airs each week at 8:00 PM EST/ 7:00 PM CST.

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For more information or to schedule an interview, please contact Leslie Haywood at (843) 437-7079 or [Lhaywood@GrillCharms.com](mailto:Lhaywood@GrillCharms.com).