

## **ElectricFireplacesDirect.com Exclusively Offers New Dimplex OptiMyst® Electric Fireplace Technology**

*Electric Fireplaces Direct is the exclusive North American retailer of Dimplex's new OptiMyst® Electric Fireplace technology - the most realistic flame and smoke effect ever available.*

January 22, 2010 (FPRC) -- FLORENCE, AL – ElectricFireplacesDirect.com, the largest online retailer of electric fireplaces is the only place that North American consumers can go to order the new state-of-the-art technology of Dimplex OptiMyst® electric fireplaces. This new technology is the most realistic flame and smoke effect ever available in electric fireplaces.

Dimplex has always offered the latest innovations in manufacturing electric fireplaces. The new technology was developed and until now was only available in Europe. The OptiMyst® technology provides a three-dimensional flame that is combined with glowing logs and a shimmering ember bed. OptiMyst® is so realistic that most people wouldn't be able to tell the difference between a wood-burning fireplace and an electric fireplace.

"This technology is absolutely a game changer. It is so realistic and natural that you have a very difficult time telling it is not real. Enjoy all the benefits of electric fireplaces including inexpensive supplemental heat, no emissions and safety all with the fantastic realism of a wood fireplace," said Rick Morse, CEO of Electric Fireplaces Direct.

The Net Direct Merchants' family of companies (ElectricFireplacesDirect.com, MantelsDirect.com and ElectricFireplacesCanada.ca) has been chosen by Dimplex exclusively to introduce the OptiMyst® technology to North America with a limited edition fireplace mantel package.

The Dimplex Electric Fireplace using OptiMyst® is offered in a limited edition burnished walnut mantel package. The traditional cabinet design features raised panel details with bead molding on all pilaster and header panels. The burnished walnut surround is trimmed with raised picture frame molding and has a two-tier top and a recessed center for a custom built-in look.

Consumers who want to have the cutting edge electric fireplace should visit ElectricFireplacesDirect.com immediately to secure their order and have the fireplace in their home by February. There are only 50 fireplaces available in this first offering of OptiMyst® technology in North America. No matter what your décor is, ElectricFireplacesDirect.com is also a one-stop shop for numerous styles of electric fireplaces and an electric fireplace insert that can turn any gas or wood-burning fireplace into a state-of-the-art electric fireplace.

About Electric Fireplaces Direct:

ElectricFireplacesDirect.com is a leading internet retailer of electric fireplaces. Listed on the 2007 Inc. 500 Fastest Growing Private Companies in the United States list, ElectricFireplacesDirect.com continued its dramatic growth with listings in the top 1500 of the 2008 and 2009 Inc. 5000 Fastest Growing Private Companies in the United States.

### **Contact Information**

For more information contact Rick Morse, CEO of Electric Fireplaces Direct

(<http://www.electricfireplacesdirect.com>)  
866-966-1122

**Keywords**

[electric fireplace](#)

[Dimplex Electric Fireplace](#)

[electric fireplace insert](#)

You can read this press release online [here](#)