

MAGGIANO'S LITTLE ITALY RESTAURANT

Marketing for the St. Louis Grand Opening and Ongoing Support

COMMUNITY RELATIONS Coordinated pre-opening events to benefit Cardinals Care, the St. Louis Rams Foundation and Focus St. Louis.



MAGGIANO'S
LITTLE ITALY

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FOR IMMEDIATE RELEASE

Maggiano's Little Italy
Opens its First Missouri Location in St. Louis.

ST. LOUIS restaurants Boulevard-Parkway in Reminiscent between all authentic p restaurant t "We've bee the perfect tremendous exceptional food in a fa and corpora Executive C been part of nearly even where he pe will be lead Maggiano's with Rosem Potatoes. A signature di Cake and N known. Maggiano's restaurant banquet fac corporate e

MAGGIANO'S
LITTLE ITALY



Eric Kolk
Executive Chef
Maggiano's Little Italy, St. Louis (Richmond Heights)

Renowned for its authentic, made-from-scratch food and old-world Italian theme, Maggiano's Little Italy opened its first Missouri location at The Boulevard-Saint Louis in September, 2005. Overseeing the kitchen at Maggiano's-St. Louis is Executive Chef Eric Kolk.

A native of Buffalo, New York, Eric has been in the restaurant and hospitality industry for nearly twenty years. He attended the Art Institute of Colorado and has worked in some of the finest restaurants and upscale hotels such as the Regal Hotel in Boulder, Colorado. In addition to his wide range of culinary skills, Eric is a classically-trained saucier who specializes in soups and sauces. He will be leading a staff of 80 culinarians.

Eric is thrilled to be a part of the St. Louis location because of the city's rich Italian history. He notes, "St. Louisans know great Italian food, and we're excited to bring Maggiano's concept to the area."

Eric joined the Maggiano's family in early 2001 and continues to be impressed by the restaurant's commitment to quality and freshness. Ask him and he'll tell you how proud he is to have such a small freezer space. "There's no need for it since everything is made from scratch," Eric says.

When away from the kitchen, Eric relaxes by spending time with his wife Christina and baby daughter Natasha. He also enjoys the outdoors where he can be found biking, golfing or fishing.

YOU AND A GUEST ARE CORDIALLY INVITED TO ATTEND THE EXCLUSIVE GRAND OPENING OF

MAGGIANO'S
LITTLE ITALY

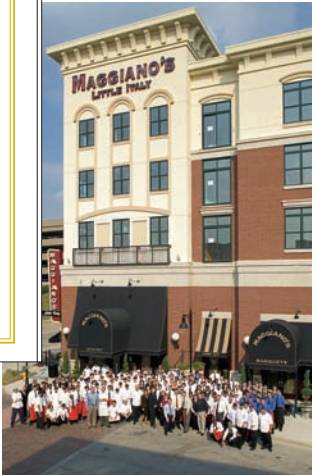
THE BOULEVARD-SANT LOUIS
RICHMOND HEIGHTS, MO
(SOUTHEAST CORNER OF GALLERIA PARKWAY AND BRENTWOOD BOULEVARD)

WEDNESDAY, SEPTEMBER 7, 2005
5:00 P.M. - 9:00 P.M.

JOIN US FOR A COMPLIMENTARY DINNER OF MAGGIANO'S SOUTHERN ITALIAN CUISINE PREPARED BY EXECUTIVE CHEF ERIC KOLK.

R.S.V.P.
AT 314.993.3933 EXT. 5
FOR YOUR TABLE RESERVATION.

SEATING IS LIMITED.
COMPLIMENTARY VALET PARKING AVAILABLE.



EVENT MANAGEMENT For pre-grand opening VIP event, developed 1,000-person guest list, coordinated mailing, managed reservation process, executed event check-in process and took part in guest relations.



TRADE PARTNERSHIP Facilitated partnership arrangement with the St. Louis Rams in which Maggiano's gave the Rams gift certificates for suite holders in return for promotion during the home games – inside the suites and in Rams publications.

PUBLICITY Drafted all press materials and managed media relations campaigns which yielded significant television coverage on Channels 2 and 5; extensive print coverage in the St. Louis Post-Dispatch and Suburban Journals and radio coverage including 101.1 FM.