



## **NEWS**

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### **Seasons 52 Announces Plan To Open New Restaurant At South Coast Plaza In Costa Mesa, California**

Orlando, FL (September 29, 2009) – Seasons 52, the popular fresh grill and wine bar restaurant, has selected South Coast Plaza in Costa Mesa, California, as their next site for expansion. Expected to open in fall 2010, the new restaurant will be the company's first location in California and the first location west of the Mississippi, increasing the total number of Seasons 52 restaurants to twelve.

Seasons 52 has been recognized as a forward-thinking restaurant concept with proven consumer appeal. Known for its seasonally inspired menu and fresh approach to dining, the award-winning concept has capitalized on the growing consumer interest in fresher seasonal foods that offer positive lifestyle benefits.

Leading the strategic growth plan for Seasons 52 is company President Stephen Judge, who joined the organization in March 2007. Mr. Judge is focused on securing premium real estate locations to fuel the concept's expansion. "Strategically located in the heart of Orange County, South Coast Plaza is an internationally recognized retail destination that enjoys all the benefits of a major metropolitan area. It is a blend of commerce and culture, surrounded by Orange County's central business district, Segerstrom Center for the Arts, and John Wayne Airport. South Coast Plaza has kept itself fresh and exciting, with popular and upscale retailers that provide a lifestyle environment compatible with the Seasons 52 concept."

"Seasons 52 will be a perfect complement to South Coast Plaza's other award-winning restaurants, and is in keeping with our desire to deliver cutting-edge concepts that emphasize superb quality and market-inspired fare," said Debra Gunn Downing, South Coast Plaza's Executive Director of Marketing.

#### **About Seasons 52**

Seasons 52 is a unique restaurant concept that meets the taste expectations of today's culinary savvy adults. The menu is orchestrated by award-winning chef Clifford Pleau, and is inspired by the seasons and the fresh appeal of the farmer's market... 52 weeks a year. The award-winning wine list which is created and developed by Master Sommelier George Miliotes (the 152<sup>nd</sup> master sommelier in the world) consistently wins praise for its diverse international selection of 100 wines, including 60 offered by the glass. The casually sophisticated dining ambience typifies the upmarket restaurant segment, which is outpacing the growth of other restaurant industry segments.

Seasons 52 debuted in 2003 and currently operates locations in Florida, Georgia and New Jersey. For more information, visit [www.seasons52.com](http://www.seasons52.com).

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**About South Coast Plaza**

South Coast Plaza is the premier shopping destination on the West Coast, and is recognized internationally for its unparalleled collection of nearly 300 boutiques, award-winning restaurants, spas and the adjacent world-renowned Segerstrom Center for the Arts. Its stellar cast of diverse retailers — from Oscar de la Renta, Balenciaga, Hermès and Harry Winston to Tory Burch, Barneys Co-op, J. Crew, H&M and more — has made it the highest grossing planned retail center in the United States, with annual sales approaching \$1.5 billion. South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. For more information, visit [www.southcoastplaza.com](http://www.southcoastplaza.com) or telephone (800) 782-8888.