



NEWS

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**Seasons 52 Announces Plan to Open New Restaurant
At St. Johns Town Center in Jacksonville, FL**

Orlando, FL (February 22, 2011) – Seasons 52, the highly-acclaimed fresh grill and wine bar restaurant, has selected St. Johns Town Center in Jacksonville, FL as a site for future expansion. Expected to open in fall of 2011, the new restaurant will be the company's 20th location.

Seasons 52 is recognized for its 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 meeting the demands of sophisticated, culinary-savvy diners. Seasons 52 changes the menu four times a year with weekly fresh features to truly capture the flavors of the season. Each valued guest can be guaranteed the highest quality fresh food prepared without compromising great taste or a rich and complete dining experience. Nothing on the menu is more than 475 calories, from its signature flatbreads and appetizers, to all entrees and its mini indulgence desserts, which were originally created at Seasons 52 in Orlando in 2002. Seasons 52's promise of "a fresh dining experience that celebrates living well" has been consistently praised by restaurant critics across the country and people's choice awards alike.

The Seasons 52 at St. Johns Town Center is estimated to seat 331 total diners, with 36 seats on the patio and 91 in the piano bar which features live music every night. Additionally, the restaurant will offer three private dining rooms and an exclusive chef's table. Seasons 52 provides the perfect ambiance for business lunches, romantic dinners, socializing with friends and any private group celebration or corporate event. The new restaurant is expected to create approximately 100 new jobs in Jacksonville.

Leading Seasons 52 in its bold national expansion is company President Stephen Judge, who joined the organization in March 2007. Mr. Judge is focused on securing premium real estate sites to fuel the concept's expansion. "St. Johns Town Center is an ideal setting for Seasons 52," said Judge. "The combination of upscale residential living, shopping, dining and entertainment provides a lifestyle environment compatible with the Seasons 52 concept. We are all very excited to share Seasons 52 with the people of Jacksonville."

About Seasons 52

Seasons 52 is a fresh grill and wine bar that provides guests with a fresh dining experience, enabling them to celebrate living well. This is a brand that is "right for the times." The menu is orchestrated by award-winning Chef Clifford Pleau, and is inspired by the seasons and the fresh appeal of the farmers' market... 52 weeks a year. The award-winning wine list which is created and developed by Master

Sommelier George Miliotes (the 152nd 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 ambiance 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, New Jersey, Pennsylvania, Illinois, California, Texas and Arizona. Seasons 52 will open additional restaurants in Indianapolis, IN (Fashion Mall at Keystone) on March 7, 2011; North Bethesda, MD (North Bethesda Market) in Spring 2011; McLean, VA (Tysons Corner Center) in Summer 2011; and Naples, FL (Mercato Center) in Fall 2011. For more information, visit www.Seasons52.com.

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