



NEWS

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**Seasons 52 Announces Plan to Open New Restaurant
Next to Mercato Center in Naples, Florida**

Orlando, FL (September 7, 2010) – Seasons 52, the highly acclaimed fresh grill and wine bar restaurant, has selected Naples, Florida next to Mercato Center on Vanderbilt Beach Road and US 41 as a site for future expansion. Expected to open in fall of 2011, the new restaurant will be the company's 19th 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 patron 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 other 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 next to Mercato Center is estimated to seat 337 total diners, with 44 seats on the patio and 89 seats in the piano bar which features live music every night. Additionally, the restaurant will offer two private dining rooms and an exclusive chef's table. Seasons 52 offers the perfect ambiance for business lunches, romantic dinners, socializing with friends and any private group celebrations or corporate events. The new restaurant is expected to create approximately 100 new jobs in Naples.

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. "Mercato Center is an ideal setting for Seasons 52," said Judge. "The combination of upscale residential living, shopping, dining and entertainment just minutes from the Gulf beaches provides a lifestyle environment compatible with the Seasons 52 concept. We are all very excited to share Seasons 52 with the people of Naples."

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 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 and California, and will open additional restaurants in Plano, TX, Phoenix, AZ and Coral Gables, FL in Fall 2010, Indianapolis, IN, North Bethesda, MD (on Rockville Pike) and McLean, VA (at Tysons Corner Center) in Spring 2011. For more information, visit www.seasons52.com.

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