



NEWS

FOR IMMEDIATE RELEASE

Contact: Michael Cianfrone
mcianfrone@stargroup1.com
(856) 782-5609 (office)
(856) 340.6806 (cell)

Mike Bernstein
mbernstein@darden.com
(407) 245-5270 (office)
(407) 353-4242 (cell)

Seasons 52 Announces Plan to Open New Restaurant in Downtown Santa Monica, CA

Orlando, FL (May 10, 2011) – **Seasons 52**, the highly-acclaimed fresh grill and wine bar restaurant, has selected Palisades Promenade at Broadway Avenue and Ocean Avenue in Downtown Santa Monica, CA, as a site for future expansion. Expected to open in fall of 2012, the new restaurant will be the company's 23rd location.

Seasons 52 is 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 meeting the demands of today's 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 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 in Downtown Santa Monica is estimated to seat over 340 total diners, with 79 seats in the piano bar, which will feature live entertainment nightly. 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 Santa Monica.

Leading Seasons 52 in its bold national expansion is company President Stephen Judge, who joined the organization in March 2007. Judge is focused on securing premium real estate sites to fuel the concept's expansion. "Downtown Santa Monica is an ideal setting for Seasons 52," he said. "The combination of upscale 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 Los Angeles."

Allan Golad, Senior Vice President of Douglas Emmett Management, LLC said, "We are extremely excited to welcome Seasons 52 to the Santa Monica community. The addition of Seasons 52 will provide locals

and visitors with a wonderful new dining experience that complements the positive lifestyle philosophy of Santa Monica.”

Seasons 52 currently operates 17 locations in ten states across the country and will open additional restaurants in McLean, VA (Tysons Corner Center) in summer 2011; Naples, FL (Mercato Center) and Jacksonville, FL (St. Johns Town Center) in fall 2011; Oak Brook, Ill (Oakbrook Center) and Garden City, NY (Roosevelt Field) in spring 2012.

About Seasons 52

Seasons 52, which debuted in 2003, is a fresh grill and wine bar that provides guests with a fresh dining experience, enabling them to celebrate living well. 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 created and developed by Master Sommelier George Miliotes – the 152nd master sommelier in the world – is consistently praised for its diverse international selection of 100 wines, including more than 52 offered by the glass. Seasons 52 is recognized as a forward-thinking restaurant concept that is “right for the times” and always offers guests something new to discover. For more information, please visit Seasons52.com.

#

[Follow Seasons 52 on Facebook and Twitter, at:](#)

www.facebook.com/Seasons52

www.twitter.com/Seasons52

Seasons 52
At Palisades Promenade
120 Broadway
Santa Monica, CA 90401