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Seasons 52 Announces Plan to Open New Restaurant At Biltmore Fashion Park In Phoenix, Arizona

Orlando, FL (June 28, 2010) – Seasons 52, the highly acclaimed fresh grill and wine bar restaurant, has chosen Biltmore Fashion Park in Phoenix, Arizona as a site for future expansion. Expected to open in Fall 2010, the Biltmore location will be the company's first site in Arizona, increasing the total number of Seasons 52 restaurants across the country to 17.

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 Biltmore Seasons 52 is estimated to seat 301 diners in its main dining area, and 29 in a piano bar featuring 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.

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. "The Camelback Corridor, Biltmore Fashion Park is an ideal setting for Seasons 52," said Judge. "As the premier shopping destination in Phoenix, its blend of popular and upscale retailers provides a lifestyle environment compatible with the Seasons 52 concept. We are all very excited to share Seasons 52 with the people of Phoenix."

"We are thrilled to welcome Seasons 52 to Biltmore Fashion Park. The addition of Seasons 52 will provide residents, surrounding professional businesses and visitors with a wonderful new dining experience that complements the exciting, retail environment at the shopping center," said Karen Litton, Senior Property Manager at Biltmore Fashion Park. The new restaurant is expected to create approximately 100 new jobs in Phoenix.

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, and Illinois, and will open additional restaurants in Costa Mesa, California in Summer 2010, Plano, Texas in Fall 2010, Coral Gables, FL in early 2011, Indianapolis, IN in Spring 2011 and North Bethesda, Maryland in Summer 2011. For more information, visit www.Seasons52.com.

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