

SMOKEY BONES ROLLS-OUT NEW MENU ITEMS

ORLANDO, Fla. (July 17, 2009) — Smokey Bones Bar & Fire Grill is not only remodeling restaurants, but revising its menu to add additional items offering a wide variety of choices for the guest, along with exciting flavor profiles.

“Many of the new menu items are more group-friendly foods,” said President & CEO Ian Baines. “As we look for ways to highlight our bar area, appetizers and smaller-portioned items are proving very popular.”

Among the new menu items are several new appetizers including: Chicken Chili Nachos, Beer Battered Buttons (mushrooms), Pretzel Bones (soft pretzel sticks) and Fire Stix (loaded fries with a twist), two new varieties of Minis (sliders), Smoked Wings. Also added are two new lunch/dinner items: the Steak and Spinach Salad and One Hot Chick (buffalo chicken sandwich).

“Smokey Bones is known for its great barbeque,” said Vice President of Marketing Pete Bell. “But the new items add more variety and value while providing something for everyone — not just barbeque lovers.”

The new menu continues to reflect the switch from Smokey Bones Barbeque & Grill to Smokey Bones Bar & Fire Grill that occurred last August with the launch of its new brand. The fire grill is now an important part of not only the name, but the flavors and cooking techniques.

The new menu will be available in restaurants on July 20, 2009. For more information and restaurant locations, visit SmokeyBones.com.

About Smokey Bones

Smokey Bones is a full-service bar and fire grill restaurant that operates 68 locations in 17 states and employs 6,000 people.

It is owned by an affiliate of Boca Raton, Fla.-based Sun Capital Partners whose portfolio of restaurants also includes Boston Market, Friendly’s Restaurants, Sweet Tomatoes, Chevy’s Fresh Mex, Fazoli’s, Bruegger’s and other restaurant brands representing 2,200 locations and \$3.4 billion in sales.

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