

**SMOKEY BONES NAMES AGENCY-OF-RECORD**  
**-- Push To Lead Branding and Advertising for National Restaurant Chain --**

**ORLANDO, Fla. (April 14, 2008)** — Signifying the next step in Smokey Bones' efforts to revitalize and reposition its brand nationwide, Push has been named as the restaurant chain's branding and advertising agency-of-record.

"After using the first quarter of this year to examine the goals and vision we have for Smokey Bones, it is time to bring a repositioned brand into the marketplace and Push is exactly the right agency partner to help us make this happen," said Peter Bell, Smokey Bones Barbeque & Grill vice president of marketing. "We're putting the spirit and energy back into Bones by focusing on bold flavors, ice cold drinks, and a fun, genuinely-friendly atmosphere."

As the Smokey Bones AOR, Push will lead efforts to re-position the Smokey Bones brand and restaurant experience, first with a focus on the chain's 73 restaurants currently located throughout the Eastern and Midwestern United States. The agency will provide brand planning, brand and advertising creative development, interactive and web development, media buying and promotions development services.

Known for its award-winning integrated and creative work, Push is a full-service advertising, design and branding agency based in Orlando. Push was selected to be the Smokey Bones agency-of-record because of its history of delivering innovative and effective branding campaigns for a wide array of national, international and regional clients, including several in the restaurant industry.

"At Push we converge multiple disciplines and talents to examine and develop every part of the brand experience," said John Ludwig, Push chief executive officer. "We are excited to take on the challenge of repositioning Smokey Bones to help the brand realize its full potential."

**About Smokey Bones Barbeque & Grill**

Smokey Bones Barbeque & Grill offers slow-smoked barbeque ribs, fire-grilled steaks and more in a fun atmosphere known for genuinely friendly service. The company's restaurants also serve up a great selection of specialty drinks and beer and offer a late-night menu, making Smokey Bones a great place to dine, watch a game, or just kick back with friends or family. Smokey Bones' signature baby-back and St. Louis-style ribs and hand-pulled pork are slow-smoked over hickory for up to 11 hours daily, resulting in fall-off-the-bone tenderness and delicious flavor. Steak lovers can choose from two specialty steaks, or customize their own sirloin, New York strip or filet by selecting from four flavor options. The menu also includes smokehouse chicken, grilled Atlantic salmon, flavorful salads, and a variety of sandwiches ranging from a hickory-grilled chicken sandwich to a pulled-pork Cuban. For more information, visit <http://www.SmokeyBones.com>.

**About Push**

Push connects brands to consumers through strategic and creative advertising, design and branding solutions.

Push's capabilities include interactive development and design, brand research and planning, public relations, media planning and buying, promotions and guerilla marketing. A dynamic and growing agency, Push develops strategic, creative and influential work for a variety of more than 30 regional, national and international clients. For more agency information, visit [www.pushhere.com](http://www.pushhere.com).

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