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Rib City opens restaurant in Missouri *Des Peres location is 15th franchise*

FORT MYERS, Fla. (Nov. 04, 2008) – Rib City, a southern style barbecue restaurant, celebrated the grand opening of its 15th franchise location in Des Peres, MO, a suburb of St. Louis, on October 31st, announced company President Craig Peden.

Located at 1090 Old Des Peres Rd., the restaurant is the first Rib City franchise to open in Missouri.

“It’s exciting to expand the reach of Rib City's tender fall-off-the-bone ribs to Missouri, especially with the fame of other styles of barbecue from around St. Louis” said Peden. “We think that our ribs can stand up to the competition, time and again.”

Rib City will continue to expand into 2009.

Founded in Fort Myers, Florida in 1989, there are currently 12 Rib City’s in the state and 15 franchise locations throughout the United States, including restaurants in Washington, Utah, Colorado, Michigan, Ohio, Oregon and now Missouri.

Rib City offers a menu of barbecued meats, specialized sauces and complementary side dishes such as made from scratch baked beans and cole slaw. Rib City achieves authentic backyard barbecue flavor by slowly cooking baby back ribs and chicken over selected hardwoods - including Red Oak - carefully balancing heat and cooking time to seal in the distinctive Rib City Bar-B-Q taste.

Meats can be topped with one of four secret recipe sauces: brown sugar based sweet sauce, vinegar based tangy sauce, Carolina mustard sauce or hot sauce. For more information or to view a complete menu visit www.ribcity.com.

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