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**Rib City to open 13<sup>th</sup> franchise**  
*Successful BBQ chain founded in Southwest Florida  
expands to Tennessee*

FORT MYERS, Fla. (February 4, 2010) – Rib City, a southern style barbecue restaurant, has plans to open its first franchise in the State of Tennessee announced company President Craig Peden.

The restaurant is scheduled to open in early March and will be located at 780 West Jackson Street in Cookeville, Tennessee.

Founded in Fort Myers in 1989, there are currently 12 corporate restaurants in Florida and 12 franchise restaurants across the country including Washington, Utah, Colorado, Michigan, Ohio and Missouri.

Peden said they are continuing to be approached about future franchise locations because of Rib City's success in other parts of the country.

“Our franchise owners are not only attracted by our great product and menu but also because our business model has survived the ups and downs of the economy,” he added.

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. Additional menu items include fried okra, three cheese fries, fried shrimp, coconut cream and southern pecan pie and more.

“It’s exciting to expand the reach of Rib City's tender fall-off-the-bone ribs to Tennessee,” said Peden. “Our exceptional service, comfortable atmosphere and friendly staff separate us from being just another restaurant.”

Peden said the company has plans to open additional franchise locations and corporate owned locations in 2010.

For more information or to view a complete menu visit [www.ribcity.com](http://www.ribcity.com).

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