

DRAFT NEWS

FOR IMMEDIATE RELEASE

CONTACT: Jessica Barton

(239) 481-5511, ext. 231

jbarton@spiroandassociates.com

Rib City to open two new locations

Rifle, Colo. (April 13, 2007) – Rib City will open two new locations on the Western Slope this summer, announced franchise co-owner Michael Spradlin.

The new locations will be in Glenwood Springs at 701 Grand Avenue, and in Rifle at 707 Wapiti Court, bringing the number of Rib City's in the western region to five. Both new locations are taking over existing restaurant space and remodeling to bring in the Southern, Rib City style and flavors.

The restaurants selection of slow-cooked, smoky, barbecued meats speaks for themselves.

“We are proud of winning the awards of Best Taste, Best in Show and Best Barbeque during the Taste of the Grand Valley competitions,” said Spradlin's business partner Sara Martz. “We have so many people visit our restaurants from surrounding communities saying they wish we could be open in their town someday. And now we can proudly tell those in Garfield County we're building two!”

“It is exciting to bring more Rib City restaurants to Colorado,” said Spradlin. “It's a true, family-dining experience. Our meats have a delicious smoky barbecue flavor and we pride ourselves giving every customer an excellent experience.”

The new stores will bring the number of Rib City locations in Colorado to seven. Spradlin and his partner Sarah Martz also own restaurants in Grand Junction and Fruita.

Founded in Fort Myers, Florida in 1989, there are currently 13 Rib City's throughout Florida and 8 franchise locations throughout the United States including restaurants in Washington, Utah, Colorado and Ohio.

Rib City achieves real backyard barbecue flavor by slowly cooking meat over just the right wood fire. Choice cuts of meat are basted with special barbecue sauce and smoked over selected hardwoods - including Red Oak - carefully balancing heat and cooking time to seal in the distinctive Rib City Bar-B-Q taste.

All of the meats are cooked to perfection in real wood smokers. Select from tender Baby Back and Spare Ribs by the plateful, lean Beef and Pork sliced thin and piled high, plump juicy Chicken and delicious Smoked Turkey Breast. 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.

-###-