



PRESS RELEASE

ROADHOUSE GRILL (Cremonini Group): a new steakhouse (the eighth in Lombardy after Legnano, Mantua, Rozzano, Corbetta, Bergamo, Varese and Trezzano sul Naviglio) opens today in Lissone (MI).

Expansion of the chain in continues: the next opening is envisaged in Corsico (MI) at the end of Summer. To follow are Segrate (MI), Modena and Bologna San Lazzaro.

The Cremonini Group has today opened the seventeenth Italian steakhouse with the Roadhouse Grill brand in Lissone (MI). The chain, developed commencing from 2001, is characterised by an offer of grilled meat in an informal ambience with table service, and is aimed at a wide public, with particular attention to families.

The premise are in Via Cilea no. 2, Lissone (MI), adjacent to a well-known sports centre and in the immediate vicinity of the junction for Lissone of the four-lane highway to Lecco, and extend over a surface area of 640 square metres, with 150 seats and an ample parking.

The steakhouse will be open to the public 7 days a week, at the following times: for lunch from midday to 2.30 p.m. and dinner from 7.00 to 11.30 p.m. The menu, based on grilled meat cooked in view, is characterised by a wide variety of gastronomic specialities from the international kitchen adapted for European tastes. The average price per person is between 18 to 20 Euro.

According to the estimates, the 30 employees of the premises will serve around 100,000 meals per annum, with an average turnover when fully operative estimated at about 2.0 million Euro a year.

The new Lissone steakhouse joins those of Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Forlì, Verona, Padua, Carpi (MO), Varese (Buguggiate) and Trezzano sul Naviglio (MI). By the end of Summer, with the next openings in Corsico (MI), those in the Milan area will rise to 9. Roadhouse Grill had overall revenues of 23 million Euro in 2008, up by about 30% over 2007.

Roadhouse Grill, which now has about 500 employees, is developing a plan for a major investment in human resources: the openings programme for this year envisages, specifically in northern Italy, 40/45 additional staff who, following adequate training, can fill the roles of Assistant Restaurant Manager and Restaurant Manager. Furthermore, the opening of the new premises will also result in the addition of operating personnel in the various duties totalling about 150 persons.

The concept offers customers a vast assortment of grilled, meat-based main courses (Ribeye, New York Strip, Filet Mignon, T-Bone Steak) always served with the choice of a side-dish, followed by a wide selection of desserts. The peculiarity of free peanuts offered to customers at a number of points on the premises characterises the Roadhouse Grill welcome.

Cremonini, with over 9,500 employees and 2008 revenues of **2,212.1 million Euro**, is one of the largest food groups in Europe and operates in three business areas: **production, distribution and catering**. The Group is the leader in Italy in the production of beef and meat-based transformed products (**Inalca JBS and Montana**) and the marketing and distribution of food products to the food service sector (**MARR**). It also has a significant presence in the concession catering sector on-board trains and in railway stations, airports and motorway service areas (**Chef Express**). Finally, It is present in commercial catering with its steakhouse chain (**Roadhouse Grill**).

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