



PRESS RELEASE

ROADHOUSE GRILL ITALIA S.r.l. (Cremonini Group): today in Piacenza the sixth steakhouse under the "Roadhouse Grill" brand was opened.

Estimated annual revenues will be 2 million Euros.

We plan to open another 5 restaurants before 2006.

Today in Piacenza the Cremonini Group opened the sixth Italian steakhouse under the Roadhouse Grill brand.

Roadhouse Grill is a unique chain of its type in Italy and is aimed at a wide public, in particular families, and is characterised by the offer of grilled meat in informal surroundings with table service.

The restaurant in Piacenza, in Via Emilia Pavese 65/A, covers 650 square metres and can seat 180 people. It also has a large private car park.

The steakhouse will be open to the public for lunch between 12:00 and 14:30 and for dinner between 19:00 and 23:30. It joins the ranks of our other restaurants in Legnano, Rome, Bologna, Pordenone and Mantova.

The menu which is based on grilled meat - the customer will choose the cut of meat directly from the counter and it is then cooked on an open-view grill - is completed by a wide range of international gastronomic specialities adapted to European tastes. The average price per person will be between 18 and 20 Euros.

We forecast serving around 100,000 meals per year with 30 employees, with estimated full capacity revenues of around 2 million Euros.

The Piacenza steakhouse is the sixth restaurant in a project that foresees the opening of another 5 restaurants with the Roadhouse Grill brand in Italy before 2006, for estimated full capacity total annual revenues of 20 million Euros for the entire chain.

The Cremonini Group employs more than 6,000 people and is one of the most important European food groups, active in three business areas: production, distribution and catering.

With total revenues of 1,993.1 million Euros in 2004 the Group is Italian leader in the production of beef and meat-based products (**Montana**) and in the marketing and distribution of food products to the foodservice industry (**Marr**). It also has an important presence in the catering sector and in particular is Italian leader in railway catering, both on-board trains and at railway stations (**Chef Express**).