

PRESS RELEASE

ROADHOUSE GRILL (Cremonini Group): THE 20TH STEAKHOUSE OF THE CHAIN, THE SIXTH IN EMILIA ROMAGNA OPENS TODAY IN MODENA.

- The next openings are anticipated in Bologna San Lazzaro, Imola, Rovigo, Voghera and Saronno
- The development of the loyalty programme continues with 100,000 subscribers

The 20th Roadhouse Grill brand Steakhouse was inaugurated today in Modena, in the presence of numerous local authorities. The chain, developed by the Cremonini Group 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 Modena premises are in Via Vignolese 1653/a (adjacent to the exit from the Modena Sud toll booth on the A1 motorway) and extend over a surface area of **720 square metres**, with **170 seats** distributed over two floors and an ample private parking area for **150 cars**.

The steakhouse will be open to the public **7 days a week**, at the following times: Lunch from **12.00 to 14.30** and dinner from **19.00 to 23.30**. The menu offers a vast assortment of grilled, meat-based main courses (Rib-eye, New York Strip, Filet Mignon, T-bone steak), accompanied by a wide choice of side-dishes, and followed by a large selection of desserts. The chain's peculiarity is the excellent quality/price relationship: The average price per person is between **15 and 20 Euro**.

According to the estimates, the **35 employees** in the premises will serve around **140,000 meals** per annum, with an average turnover when fully operative estimated at about **2.5 million Euro** a year.

The new Modena steakhouse joins those of Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Verona, Padua, Carpi (MO), Buguggiate (Varese) Trezzano sul Naviglio (MI), Lissone (MB), Corsico (MI), Vicenza and Segrate (MI). Thus **the number of premises in Italy rises to 20**, 6 of which in Emilia Romagna. Furthermore, further openings are anticipated in Bologna San Lazzaro, Imola, Rovigo, Voghera and Saronno during 2010.

Roadhouse Grill had overall revenues of **26.7 million Euro** in 2009, up by about 17% over the previous year, with **500 employees**.

Last October Roadhouse Grill launched a loyalty programme for its more frequent customers, who can now join the **Roadhouse Grill Club**. At the time of registration a free rechargeable card is assigned that permits the accumulation of points (one for every euro spent). The accumulated points, through an interesting formula with various goals, permits a **10% discount** on the amount spent, in addition to a series of exclusive advantages. **100,000 membership cards** have been issued to date.

An important aspect of the programme is the creation of a dedicated area on the www.roadhousegrill.it site where, amongst other things, the members can check the available credit on their card. Thus the Roadhouse Grill web community is growing, with the ambition of involving all grilled meat enthusiasts. The complete regulations for the loyalty programme are also shown on the site.

The particular twinning between Roadhouse Grill and art is also continuing in Modena: as in all the premises, there is an artist's cow from the "Cow Parade", the itinerant international contemporary art show of which Cremonini is the official sponsor. The work, placed at the entrance of the new Modena Roadhouse Grill, is by the Modena artist Alessandro Giusti. The cow, named "COW GIRL", was devised and created by Alessandro Giusti for the Milan edition of the 2008 "Cow Parade". The work was exhibited at both the Milan Biennale and other art exhibitions in Europe. The same artist also created the cow entitled "BRUCAMOON" for Roadhouse Grill.

Cremonini, with over **11,500 employees** and 2009 revenues of **2.8 billion Euro**, about 30% of which abroad, 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 is the leader in Europe in on-board train catering and holds the Italian leadership with regard to railway station buffets; furthermore it is classified in second place in the motorway catering market in Italy and boasts a significant presence in the main Italian airports (**Chef Express**). Finally, it is present in commercial catering with its **Roadhouse Grill** brand steakhouse chain.

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