



PRESS RELEASE

Cremonini Group: wednesday in Legnano, the first Roadhouse Grill brand steakhouse will be inaugurated.

The restaurant will serve 110,000 meals per year at an average price per person of 35,000/40,000 lire.

The Legnano steakhouse is the “pilot” restaurant for a wide-ranging project that envisages the coverage of 60 Roadhouse Grills in the major European countries within 2005.

Wednesday in Legnano, the first Roadhouse Grill brand steakhouse will be inaugurated, the only restaurant chain of this type in Italy, targeting a vast market population, families in particular, and which is characterized by modern restaurant facilities organized in an informal environment with table service.

The Legnano restaurant extends over a surface area of 1,000 sq.m on two floors, with seating for 250 customers, 10 television areas with satellite linkages in addition to an American bar, game room and special areas for merchandising and live entertainment.

The forecast envisages serving 110,000 meals per year on the part of the 40 assigned personnel working at the restaurant, and estimated revenues of approximately 4 billion lire.

The menu is based on grilled meat – the cut may be selected by the customer directly from the butcher's block and is grilled in view of the customer – and is completed by a wide variety of international gastronomical specialties adapted for European tastes, individual plates ideal for a work break, with an average price per person between 35,000 and 40,000 lire, excluding drinks.

The Legnano steakhouse is the “pilot” restaurant for a more extensive project on a European level which contemplates, within 2005, a coverage of 60 Roadhouse Grill restaurants in Italy, France, Holland, Germany, Spain, Great Britain and in the major European countries, for an estimated overall annual revenue of approximately 100 million Euro when achieving normal operation.

In particular, before the end of 2002, a coverage of 5 restaurants in Italy is expected, 2 of which in Latium, 1 in Tuscany, 1 in Lombardy and 1 in Emilia Romagna.

To develop the steakhouse chain in Europe, Roadhouse Grill Europe was founded last autumn, 98.5% of whose capital is held by Cremonini S.p.a. with the remaining 1.5% being held by Roadhouse Grill Inc., a United States company quoted on Nasdaq managing 75 restaurants in America, 3 in Malaysia and 1 in Brazil.

Cremonini, with over 4,300 employees, is one of the most important food groups in Europe, with activities focusing in three business areas: production, food service distribution and catering.

The Group, having total revenues of 1,388.7 million Euro in 2000, is the absolute leader in Italy for the production of beef and meat products and in the distribution of food services, and in the on-board train catering and within railway stations.

Castelvetro di Modena, 26 November 2001