



PRESS RELEASE

ROADHOUSE GRILL ITALIA S.r.l. (Cremonini Group): the sixth "Roadhouse Grill" steakhouse opens in Rozzano (Milan).

Expansion of the chain continues in Italy: 4 new outlets estimated before the end of the year, next opening in Reggio Emilia.

Today in Rozzano (Milano) the Cremonini Group opens 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 Rozzano steakhouse is the sixth restaurant in a project that foresees the opening of another 4 restaurants with the Roadhouse Grill brand in Italy, reaching a total of 10 outlets by the end of 2006, for estimated full capacity total annual revenues of 12 million Euros. In particular, the next opening will be in Reggio Emilia at the end of April.

The restaurant in Rozzano, in Via Valleambrosia 100, covers 600 square metres and can seat 180 people. It also has a large private car park with 80 parking places.

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

The menù 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 35 employees, with estimated full capacity revenues of around 2 million Euros.

Cremonini S.p.A. holds 100% of the Roadhouse Grill Italia srl capital and has the exclusive European rights for the expansion of the chain through the direct management of the outlets, adapting the originally American formula to the European market.

The concept offers clients a vast range of unique dishes based on grilled meat (Ribeye, New York Strip, Prime Rib, Filet mignon, T-Bone Steak) accompanied by a wide choice of side dishes, followed by delicious sweets, with the peculiarity of free peanuts for clients throughout the outlets.

The meats served by Roadhouse Grill are "branded" by Montana and are supplied by Inalca, a company in the Cremonini Group which guarantees the complete traceability of single cuts.

Cremonini, with over 6,700 employees, is one of the most important foodstuff groups in Europe, and operates in three business areas: production, foodservice distribution and catering. The Group, with total revenues of 2,128.9 million Euro in 2005, is the overall leader in Italy in the production of beef and meat-based processed products (Montana) and the commercialisation and distribution of foodstuff products to foodservice (Marr). It also has a significant presence in the catering sector and, in particular, is the leader in Italy in catering on board trains and in railway stations (Chef Express). Lastly, the Group is 2nd in the Italian market in motorway catering (Moto).

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