



PRESS RELEASE

ROADHOUSE GRILL (Cremonini Group): the fourteenth steakhouse in Italy opens today in Carpi, the first in the Modena area, the sixth in Emilia Romagna.

Other openings in Varese and Trezzano sul Naviglio (MI) are anticipated by the end of the year.

The Cremonini Group has today opened the fourteenth Italian steakhouse with the Roadhouse Grill brand in Carpi (Modena). The chain, developed commencing from 2001 in Italy, is characterised by an offer of grilled meats in an informal ambience with table service and is directed at a wide public, in particular families.

The Carpi premises, which are situated in Via delle Magliaie 7, have a surface area of 550 m² with 200 table settings and there is a large car park.

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

According to the estimates, the 25 employees at the premises will serve about 100,000 meals per annum, with an estimated turnover when fully operative of about 2.0 million Euro per annum.

The Carpi steakhouse is the fourteenth in Italy and joins those in Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Forlì, Verona and Padua. The next openings in 2008 are planned in Varese and Trezzano (MI).

Roadhouse Grill, which now has around 400 employees, achieved revenues of 18 million Euro and served over a million customers in 2007.

The concept offers customers a vast assortment of meat-based main dishes (Rib eye, New York Strip, Filet Mignon and T-Bone Steak) always served with a vegetable of choice, followed by a broad selection of deserts. The peculiarity of free peanuts available to customers at a number of points on the premises characterises the Roadhouse Grill welcome.

The Carpi premises are enriched by the permanent presence of an artist's cow originating from Capri's recent "Cow Parade", the itinerant contemporary art exhibition which Cremonini sponsored. The sculpture destined for the Carpi premises was created by Carmine Pianelli, a Neapolitan designer and art director, and is named *Mu' Camomilla*.

Cremonini, with over 8,200 employees, of whom over 5,000 are in the catering sector, is one of the largest food groups in Europe and operates in three business areas: production, distribution and catering.

The Group, which had total revenues of 2,482.4 million Euro in 2007, 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 catering sector and, in particular, the leadership in Italy in catering on-board trains and in railway stations, airports and motorway service areas (Chef Express).

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