



PRESS RELEASE

ROADHOUSE GRILL ITALIA s.r.l. (Cremonini Group): The chain expands in the Veneto area with the opening in Verona of the twelfth "Roadhouse Grill" brand steakhouse.

2 new openings anticipated by the year-end: Padua and near the Mira Dolo exit of the A4, shortly before Mestre.

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

The Verona premises, which are situated in Viale del Lavoro no. 23, have a surface area of 550 sq. m. with 160 table settings and there is a large car park with space for over 100 cars.

The steakhouse will be open to the public 7 days a week, for lunch from midday to 2.30 p.m. and dinner from 7.00 to 11.30 p.m. The menu is based on grilled meats cooked in view of the public and is completed 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, around 110,000 meals will be served per annum by the restaurant's 30 employees, with an estimated turnover when fully operative of about 2 million Euro per annum.

The Verona steakhouse is the twelfth in Italy and joins those in Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo and Forlì. With this opening the chain is commencing its expansion plan in Veneto: 2 new openings are anticipated shortly, in Padua and near the Mira Dolo exit of the A4, Milan-Venice, (Mestre).

Roadhouse Grill, which now has 290 employees, earned revenues of 11.8 million Euro in 2006 (almost tripled compared to 4.3 million Euro in 2003) and served about 650,000 customers in its 10 restaurants in Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara and Bergamo. It is estimated that one million customers served (+ about 54%) will be reached in 2007, with an expected turnover of over 20 million Euro (+55%).

The concept is to offer the clientele a vast assortment of unique meat-based grilled (Rib eye, New York Strip, Filet Mignon, T-Bone Steak) accompanied by a choice of vegetables, followed by a selection of desserts, with the peculiarity of free peanuts available to customers at a number of points on the premises.

Cremonini, with over 7,600 employees, 5,000 of whom are in the catering sector, is one of the largest food groups in Europe and operates in three business sectors: production, distribution and catering.

The Group, which had total revenues of 2,348.8 million Euro in 2006, is the leader in Italy in the production of beef and meat-based transformed products (Montana) and the marketing and



distribution of food products (MARR) to the catering sector. It also has a significant presence in the catering sector and, in particular, the leadership in Italy in on-board train and railway stations catering (Chef Express). Finally the Group is in 2nd place in the Italian motorway catering market.

Contact: Barabino & Partners
Massimiliano Parboni
Raffaella Perugini
Tel.: 06/679.29.29

Cremonini S.p.A.
Luca Macario
Tel.: 059/75.46.30
luca.macario@cremonini.com

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