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**FRESH THINKING:  
SEASONS 52 CONTINUES TO CAPTURE CONSUMERS' ENTHUSIASM FOR  
LIGHTER, SEASONAL APPROACH TO DINING**

ORLANDO, Fla. - - Seasons 52, the fresh grill and wine bar known for its lighter approach to dining, has created a winning recipe by offering seasonally inspired menus and a notable by-the-glass wine selection in a casual, yet sophisticated restaurant. Since opening the first restaurant in Orlando, FL, in February 2003, Seasons 52 has consistently earned acclaim from guests and dining critics alike. The concept has since opened additional locations in Altamonte Springs, Fort Lauderdale, Palm Beach Gardens and Boca Raton, FL, as well as two locations in Atlanta, GA, and one in Cherry Hill, NJ.

Recently, Seasons 52 announced Tampa, FL, and King of Prussia, PA, as their next sites for expansion. Both restaurants are expected to open in spring 2010, and will increase the number of Seasons 52 locations to 10.

"The success of Seasons 52 is driven by our passionate belief that eating well is part of living well," said Stephen Judge, president of Seasons 52. "Our guests confirm what our initial research told us: a casually sophisticated restaurant serving fresh, great tasting food at a good value is a winning combination."

Seasons 52's unique concept is reflected in its name. The menu changes four times a year with the seasons; in addition, fresh products are featured 52 weeks a year at their optimal flavor and freshness, continually enticing guests to return and experience what's new.

An expertly-selected wine list includes approximately 100 selections, of which 60 are available by the glass. Live nightly entertainment at the piano bar adds a sophisticated air to the overall dining experience.

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Most Seasons 52 entrees are priced in the mid-teens and appetizers are priced from \$3.75 to \$11.50. Wine by the glass prices range from \$6.25 to \$15. The international wine list includes many well known labels, as well as outstanding wines from lesser known growing regions that offer exceptional value.

### **Broad-based consumer appeal**

Initial market research conducted by Darden indicated that great tasting meals prepared with fresh seasonal ingredients would be especially appealing to adults. Offering lower-calorie menu items and a terrific wine selection in a casually sophisticated restaurant has proved especially enticing to a broad base of guests interested in fresher seasonal foods that offer positive lifestyle benefits. At Seasons 52, guests dine on outstanding food expertly prepared, with the satisfaction of knowing they have dined well.

“Our guests dine with us often and truly enjoy the grilled foods and the authentic taste of fresh seasonal ingredients,” said Clifford Pleau, director of culinary development for Seasons 52. “We use rustic cooking techniques such as grilling over open fires and caramelizing vegetables to enhance natural flavors without adding calories.”

During its development phase, Seasons 52 has evaluated a variety of trade areas, residential environments and restaurant footprints. In addition to the first location on Orlando’s “restaurant row” on Sand Lake Road, additional restaurants opened at The Galleria Mall in Fort Lauderdale; by the Altamonte Mall in Altamonte Springs, north of Orlando; in a freestanding restaurant on the Intracoastal Waterway in Palm Beach Gardens; and adjacent to an executive center near the Town Center Mall in Boca Raton. Seasons 52 continues to explore the concept’s performance in a mix of trade areas, including the Perimeter Mall and Buckhead areas of Atlanta, and the Cherry Hill Mall in Cherry Hill, NJ. The fresh grill and wine bar has gained popularity in each of its different locations so far, attracting adults who appreciate the food quality, wine selection and stylish ambiance.

The four primary features that distinguish Seasons 52 have proved to be a winning combination:

1. Seasonally inspired menus that reflect the freshest products available ... 52 weeks a year;
2. An adventurous international wine list with 100 wines, 60 offered by the glass;
3. A casually sophisticated adult environment; and
4. Live entertainment nightly at the piano bar.

## **Casual dining leadership**

Seasons 52 has received numerous awards for its outstanding menu and wine list, including national recognition as a “Hot Concept!” by Nation’s Restaurant News, a leading industry publication.

Seasons 52 is owned by Darden Restaurants, Inc. (NYSE: DRI) of Orlando, Fla., which is one of the nation’s most respected casual dining companies.

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