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**SKINNY SIPPIN' SUMMER SWEEPSTAKES AT
FLEMING'S PRIME STEAKHOUSE & WINE BAR**

Restaurant Rolls Out New 99 Calorie Cocktails and Monthly Drawings to Celebrate the Season

Newport Beach, California, July 14, 2011 – [Fleming's Prime Steakhouse & Wine Bar](#) is making the season memorable by rolling out new seasonal sips and offering an array of summer-inspired prizes in the "[Skinny Sippin' Summer Sweepstakes](#)." Each month this summer brings a new chance to win everything from a Williams-Sonoma Gift Card to a Luxury Included® Vacation to any Sandals resort in the Caribbean.

Entrants can view official "Skinny Sippin' Summer Sweepstakes" rules and register by visiting www.flemingssteakhouse.com/skinny/rules.html and following the instructions to complete the online entry form. The prizes are as follows, and each prize winner will also receive a \$500 Fleming's Gift Card:

- **July:** A \$500 Williams-Sonoma Gift Card to make you master of the grill
- **August:** A \$500 Spa Finders Gift Card for head to toe pampering
- **Grand Prize:** A \$5,000 Gift Voucher valid toward a Luxury Included® Vacation at any Sandals resort in the Caribbean and roundtrip coach airfare for two from the U.S. to your Caribbean destination

Just in time for bikini weather, Fleming's has also introduced a new 99 calorie cocktail called the Skinny Sexy Sailor, which includes Sailor Jerry Rum, black iced tea and fresh lemon juice. This cocktail will be available through the end of July, and a new skinny cocktail called the Russian Prom Queen will be introduced on August 1.

This new summertime beverage is featured on the Fleming's "5 for \$6 'til 7" bar menu*, which includes a selection of five full portion appetizers, five premium cocktails and five distinctive wines by the glass for just \$6 apiece from 5 – 7 p.m. in the bar . The latest "5 for 6 'til 7" menu also features items such as a Tropical Martini, Mark West Pinot Noir, wicked Cajun barbeque shrimp, sweet chile calamari, tenderloin carpaccio and the Fleming's Prime Burger.

* Hours and offerings are subject to change in compliance with local or state liquor laws

About Fleming's Prime Steakhouse & Wine Bar

The nationally acclaimed **Fleming's Prime Steakhouse & Wine Bar** offers the best in steakhouse dining – prime meats and chops, fresh fish and poultry, generous salads and side orders—with a unique wine list known as the Fleming's 100™ that features 100 wines served by the glass. **Fleming's** is the recipient of numerous prestigious awards, including *Wine Spectator* magazine's annual Awards of Excellence, and *Wine Enthusiast's* annual Awards of Distinction. For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100, please visit www.FlemingsSteakhouse.com.

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