



NEWS RELEASE

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FLEMING'S PRIME STEAKHOUSE & WINE BAR
NOW OPEN IN AUSTIN

**Inviting Ambiance, 100 Wines by the Glass, and a Focus on Prime Beef
Creates the Magic of a Great Evening Out**

Austin, Texas, January 2009 —For those in search of a memorable dining experience, *Fleming's Prime Steakhouse & Wine Bar* is the answer. *Fleming's* is located in the Domain Shopping Center off Mopac Expressway and Braker Lane (11600 Century Oaks Terrace, Suite 140) in Austin. The nationally acclaimed restaurant is the premier destination for food and wine lovers, offering the best in steakhouse dining -- Prime meats and chops, fresh fish and poultry, generous salads and side orders -- with a sophisticated and unique wine list that features over 100 wines served by the glass, known as the *Fleming's 100™*.

"*Fleming's* was founded on the premise that a steakhouse can be sophisticated yet comfortable and not overpriced," says Skip Fox, president. "We offer an engaging ambiance and lively environment, where one can enjoy great food and a broad selection of fine wine, which is further complemented by attentive and knowledgeable service."

Choosing a wine at *Fleming's Prime Steakhouse & Wine Bar* has been made easy through the uniquely designed progressive wine list that is organized first by grape variety, then according to body and flavor intensity within that type. To assist guests in making their selections, the list presents a natural, easily understandable flow from lighter to more full-flavored wines. In addition to the *Fleming's 100*, the Reserve List of over 80 wines of limited availability is sold exclusively by the bottle.

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Fleming's Prime Steakhouse & Wine Bar

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"Our wine program is at the core of our dining experience," says Reuben Rolf, operating partner. "It is our point of distinction from other steakhouses. Coupled with our tremendous food, service and value, it is the key to creating a memorable experience for each of our guests."

The interior design of ***Fleming's*** combines traditional steakhouse dining with a contemporary and warm environment, enhanced by subtle touches of flowers, beautiful china and hand-blown stemware. Adorning the walls is commissioned fine art by world renowned Thomas Arvid, one of America's most sought after artists among wine and art aficionados. The open dining room, bordered by an exhibition kitchen and expansive bar, creates an energized atmosphere that can be enjoyed among friends, family or business associates.

The 7,558 square foot restaurant has a seating capacity for approximately 225 guests, a private dining room that can accommodate up to 60 or can be divided into two rooms. As an extension of its overall ambiance, the private dining room décor offers a refined and casually elegant setting that can be easily reconfigured for private or semi-private events, dependent upon the need of the guests. Another option is to open up the private dining area to flow into the main dining room, capturing the synergy felt throughout the restaurant.

Open nightly, reservations are welcomed by calling 512/835-9463. For more information, visit www.flemingssteakhouse.com.

About Fleming's Prime Steakhouse & Wine Bar

Fleming's Prime Steakhouse & Wine Bar was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 62 restaurants nationwide, including the new Austin, Texas restaurant. ***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, please visit www.flemingssteakhouse.com.

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