



FOR IMMEDIATE RELEASE

CONTACT: Avery Schlicher
MS&L
(212) 468-4334
avery.schlicher@publicis-pr.com

BONEFISH GRILL RESTAURANTS HOOK CONSUMERS WITH NEW DINNER FOR TWO FOR UNDER \$20 PER GUEST

*New Prix Fixe Menu Launched on ABC's "The View" Offers Consumers
an Upscale Experience at Value Price Point*

TAMPA, Fla. (July 22, 2009) – Bonefish Grill, a national polished casual restaurant, launched a new prix fixe menu today on ABC's "The View" that offers a three-course dinner for two for less than \$20.00 per guest.

“We realize this summer’s most sought-after ingredient is value,” said John Cooper, president, Bonefish Grill. “We are thrilled to offer our consumers this terrific every day value, without compromising our commitment to freshness, impeccable service and the quality dining experience signature to Bonefish Grill.”

With an emphasis on surprisingly affordable prices any day of the week, the restaurant offers a fresh, wood-grilled menu and a sophisticated, big city bar atmosphere. The prix fixe menu is available through the end of August for \$18.00-\$19.00 per person, varying by region. Guests may choose from a list of shared appetizers, individual salads and individual entrees, accompanied by two side items. Prices and availability on individual items vary, but highlights include:

- **Bang Bang Shrimp:** Crispy shrimp tossed in an addictively creamy, spicy sauce
- **Singapore Calamari:** Tender calamari flash fried and tossed with peppers and a sweet and spicy Asian sauce
- **Wood-Grilled Authentic Norwegian Salmon:** Served with choice of sauce
- **Sea Scallops and Shrimp:** Wood-grilled and served with choice of sauce

- **Fontina Chicken:** Topped with creamy fontina cheese, garlic, prosciutto and mushroom marsala wine sauce

Straight from the ocean to the table, the restaurant is focused on fresh fish and innovative recipes. Ingredients are inspected and hand-cut daily by managers and cooked to perfection over a wood-burning grill. The menu includes every night favorites, such as Bonefish Grill's famous Bang Bang Shrimp, as well as handheld sandwiches, tapas-style starters, an evolving, eclectic wine list and bar fresh, specialty cocktails.

About Bonefish Grill

As the "Fresh Fish Experts," Bonefish Grill specializes in market-fresh fish and other wood-grilled specialties. Knowledgeable and attentive Bonefish Grill Anglers (our service staff) provide the best in what we like to call "chef's coat service." Our Anglers pride themselves on guiding our guests' journey through our innovative, seasonal menu and specials, which feature only the highest-quality, freshest ingredients, including traditional and unique varieties of fish and seafood as well as numerous non-seafood items. We combine this with a big city bar that offers bar fresh cocktails and an affordable, interesting wine list.

Recently named "Best Seafood Restaurant in the Nation" by a leading consumer product guide, Bonefish Grill can be found in 29 states around the nation. For more information, visit us on the Web at www.bonefishgrill.com, www.facebook.com/BonefishGrill or <http://twitter.com/BoneFishGrill>.

###