



For Immediate Release

Contact: Cynthia Glover
Sandy Hillman Communications
410-239-0832/410-339-5100
cglover@hillmanpr.com

When Gift Cards Become Art Bonefish Grill Offers \$20 Bonus Card and Gyo-taku Art

Tampa, FL (October 30, 2008) – The gift of a wonderful dinner out is always welcome, especially when the gift card itself is a work of art. Bonefish Grill is now offering a series of gift cards designed by renowned Gyo-taku artist Burt Lancaster.

Gyo-taku is the Japanese art of fish rubbing, dating back to the 1800s when fishermen recorded the size of their catch on thin sheets of rice paper. The cards come in denominations of \$10, \$25, \$50, \$75 and \$100.

The \$100 card features the hand-rubbed image of a salmon, the \$50 card that of a grouper and the \$25 card that of a hogfish. For every \$100 of gift cards purchased, buyers receive an additional \$20 gift card to redeem at any Bonefish Grill before February 10, 2009.

Lancaster's fascinating Gyo-taku prints are featured at Bonefish Grill restaurants across the country. Gorgeous specimens of fish are veiled with paint and covered with a tissue-thin piece of rice paper. The artist then gently rubs the paper to imprint every detail of the fish. Lancaster has been practicing this art since he was 11 years old.

"Burt's Artwork has been part of the Bonefish Grill culture from the very first restaurant", Bonefish Grill co-founder Tim Curci reminisced. "They are beautiful, and really capture the essence of our commitment to serving fresh fish from around the world. By featuring his artwork on our gift cards this year we expose Burt's art to a larger audience."

Gift certificates can be purchased at any neighborhood Bonefish Grill or online at www.bonefishgrill.com.

Note to Editors: Digital images of the Gift Card designs are available upon request.

About Bonefish Grill: Simply put, ***Bonefish Grill*** offers one of the nation's favorite upscale casual dining experiences. With attentive personal service and an atmosphere that combines casual attitude with a big city bar, guests find themselves amidst a warm and inviting environment.

As the "Fresh Fish Experts," ***Bonefish Grill*** specializes in market fresh fish cooked to perfection over a wood-burning grill. An unrivaled commitment to quality finds ***Bonefish Grill*** culinary leaders searching for traditional and unique varieties of fish such as Icelandic Arctic Charr,

Florida Grouper and Wild Alaskan Sockeye Salmon at the peak of their seasons. A tantalizing array of sauces and original toppings are made daily using the freshest ingredients. These sauces and toppings range from delicate and light to rich and indulgent and provide a variety of choices. Enticing dishes such as Scampi-topped Filet Mignon, Pork Tenderloin Piccata and Diablo Shrimp Spinach Fettuccine are also among guest's favorites.

Lively community tables teem with shared plates of inspired appetizers, bar-fresh martinis and signature cocktails. An evolving wine list that regularly features 40 wines by the glass is also offered. Featuring sleek, hardwood floors, commissioned art, eclectic music and knowledgeable service, the dining room is an oasis within which to enjoy a sensational meal. For more information and sample menus, visit www.bonefishgrill.com.

Bonefish Grill supports the ocean conservation foundation Ocean Trust, along with other organizations that promote healthy oceans and fisheries around the globe.

##