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Beef 'O' Brady's Partners with Lyrics For Life for 2nd Straight Year

Restaurant Franchise Locations Continues Mission to Raise Money for Sister Hazel-Founded National Charity; National Fundraiser Begins May 3, 2010

TAMPA, FL – Beef 'O' Brady's, a 263-unit restaurant franchise known for its savory chicken wings and the bonds they create with communities across the country, has announced that, from Monday, May 3, 2010 through Friday, May 28, 2010, participating franchise locations will be helping to raise money for *Lyrics for Life*.

Lyrics for Life is a 501(c)3 charitable organization founded by Sister Hazel front man Ken Block in memory of his younger brother, Jeffrey, who lost his battle with cancer when he was a teen.

In the second year of the *Lyrics for Life* partnership between Beef 'O' Brady's and Sister Hazel, which kicked off last year before the band's performance at Beef's annual partner retreat in St. Petersburg, FL, all participating franchise locations across the country will be selling paper music notes for \$1 each to raise money for the organization. All purchased music notes will adorn the walls of Beef 'O' Brady's restaurants from May 3 to May 28.

"When our partnership with Beef's first began last year, Drew and I were extremely happy that we found a collaborator to help make a difference and change the lives of children across the country," said Ken Block. "Now that Beef's has continued to support our mission with another *Lyrics for Life* fundraiser this May, we are revved up in anticipation of celebrating a successful fundraiser by rocking the house at the upcoming Beef's retreat in June!"

In 2009, Beef 'O' Brady's raised a total of more than \$31,000 for *Lyrics For Life*, where the majority of the funds raised went to the following organizations: STOP! Children's Cancer, Inc., Children's Cancer Center in Tampa and Camp Sunshine in Casco, Maine & Atlanta, GA, as well as to select communities across the country that supported the organization's events and causes.

"We are very proud and honored to continue our partnership with Sister Hazel's Lyrics for Life charity organization, said Nick Vojnovic, President of Beef 'O' Brady's. "Beef's is all about community involvement to support families, which is why having our system involved with worthy causes like camps, hospitals and organizations benefiting children is so important to our company culture."

About Beef `O' Brady's

Beef 'O' Brady's is a fast-growing national chain of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The "kid appeal" of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style chicken wings. Beef 'O' Brady's has more than 263 open restaurants throughout the Southeast and the Midwest. Visit www.beefobradys.com for more information.

About Lyrics For Life

Lyrics for Life is a non-profit organization created by Sister Hazel front-man Ken Block. The charity unites musicians and celebrities for concerts, auctions, and other fundraising events. These efforts raise money for children's cancer charities, funding groups that work to find a cure and enrich the lives of patients and their families. Lyrics for Life was started in memory of Ken Block's younger brother, Jeffrey, who ultimately lost his four-year battle with cancer when he was a teenager. For more, visit www.lyricsforlife.org.

About Sister Hazel

Sister Hazel has sold over two million albums and co-founded the Rock Boat (www.therockboat.com), the world's largest floating music festival, in 2001, which they host annually. Also in 2001, Block and the band established the charity, Lyrics for Life, which benefits children with cancer. Their forthcoming album, "Release," their seventh studio record, is due in stores on August 18th. Sister Hazel can be found online at www.sisterhazel.com and www.myspace.com/sisterhazel.

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