

FOR IMMEDIATE RELEASE

***Beef 'O' Brady's Announces New Partnership with Ad Partners
Family Sports Pub Franchise Hires Agency to Take New Direction with Television Campaign***

TAMPA, FL – Beef 'O' Brady's, the fast-growing national chain of family sports pubs, has hired Ad Partners as its complete creative agency to lead in the advertising development for the Beef 'O' Brady's brand.

In May of 2009, Ad Partners originally partnered with Beef 'O' Brady's as the media agency of record, handling print advertising media and special projects. Over the course of a year, the agency gradually received more print projects along with the opportunity to create the www.beefobradys.com website. As of July 15th, the decision was made to make Ad Partners the main agency for all Beef 'O' Brady's creative, strategic planning and media placement of television, radio, newspaper and direct mail.

“Under our new role, the goal is to increase Beef's awareness through a variety of new channels, specifically through television commercials,” said David Allen, VP and Creative Director. “The first of many upcoming TV commercials rolled out to more than 60 markets will highlight a new limited time offer promotion that focuses on what consumers have known about Beef 'O' Brady's – it's great tasting menu full of restaurant favorites.”

Ad Partners is one of the largest full-service ad agencies in the Tampa Bay area providing its clients with strategy planning, account service, creative, interactive media and media buying/planning.

This new partnership comes on the heels of the announcement that James Walker has joined the corporate team earlier this month as Chief Development Officer, whose mission is to expand the brand into new growth markets, with increased presence in colleges and universities, airports and travel plazas.

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 250 open restaurants throughout the Southeast and the Midwest. Visit www.beefobradys.com for more information.

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