



DAMON'S GRILL MARKS 30TH ANNIVERSARY; ANNOUNCES SUMMER OF CELEBRATION

Special Pricing for Signature Items All Summer; Trivia Tuesdays Take a 1979 Twist; Wind Back Wednesdays Roll Back Prices 30 Years; Thirsty Thursdays Revisit 1979 Drink Menu.

Columbus, OH [June 2009] – Damon's Grill is inviting customers to a *Summer of Celebration*. The sports-themed grill & bar (with 60 locations worldwide), known for its award winning St. Louis Style Ribs, Southern Barbecue, and Clubhouse dining and entertainment, is celebrating its 30th Anniversary with refreshing food, drinks, entertainment and pricing.

"Thirty years ago, Damon's Grill was a pioneer in bringing ribs and other southern barbecue-type fare into a casual, family-friendly, sports-focused dining environment," said Karri Benishek, Senior Director of Marketing for Damon's Grill and Max & Erma's. "We are devoting the summer to highlighting this milestone by thanking our customers with special entertainment and excellent deals on menu items that have been most popular over the course of three decades."

The celebration begins Tuesday, June 16 with several new items including a new combo of two favorites: St. Louis Style Ribs and Southern BBQ Minis (\$15.99); new Pigskins (potato skins stuffed with Southern BBQ) (\$7.99); and a return of the favorite Sweet Potato Crisp for dessert (\$4.49). The specials continue each day through the end of August.

Also beginning Tuesday is a retooled Buzztime (*Trivia Tuesdays*), featuring questions from 1979 (the year Damon's Grill first opened). Prizes will be awarded each week to the highest scoring player. The Damon's Grill location with the highest cumulative score after 7 weeks will be awarded a 30th Anniversary party hosted by Buzztime.

All day on *Wind Back Wednesdays*, Damon's Grill will roll back prices thirty years on some of its first menu items, including the original-style Onion Loaf (\$1.75 Half Loaf; \$2.75 Full Loaf) and Southern BBQ Sandwich (\$3.75). *Thirsty Thursdays* will feature drinks from the original 1979 menu (Piña Coladas, Strawberry Daiquiris and Margaritas).

With a heritage rich in ribs and barbecue, Damon's Grill is teaming up with the National Pork Board to sponsor the *Summer of Celebration*. Also joining the festivities is America's World Class brewer, Sam Adams, which will feature the signature Sam Adams Boston Lager at all Damon's Grill locations.

Further, in keeping with the Damon's Grill heritage of being community-focused and socially conscious, Damon's Grill is partnering with *Share Our Strength* (a national organization which works to eliminate childhood hunger). For every Onion Loaf (the Damon's Grill signature appetizer) purchased during the month of August, a donation of 30 cents will be given to *Share Our Strength*.

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