



SHAKEY'S® RAISES THE BAR WITH NEW RANCHO CUCAMONGA LOCATION

Iconic Restaurant Chain Harkens Back To Its Roots With Beer Bar And State-Of-The-Art Entertainment To Enhance Guest Experience

FOR IMMEDIATE RELEASE:

RANCHO CUCAMONGA, CA (December 8, 2009) — In an effort to please all of the people all of the time, Shakey's® Pizza Parlor's new Rancho Cucamonga prototype has been re-imagined to expand its appeal beyond families with children to a decidedly more single, adult population. Paying homage to its 55-year heritage as the good-time gathering place for beer, pizza and entertainment, the centerpiece of the new Shakey's Rancho Cucamonga is a bustling beer and wine bar, featuring a dozen draft favorites on tap, along with a wide variety of domestic and premium bottles. State-of-the-art flat screen TVs and Buzztime interactive games complete the bar experience, catering to happy hour guests as well as single patrons and couples looking for a more intimate, relaxed, atmosphere to grab some lunch or socialize with friends after work or over the weekend.

"It's simple. We've gone back to our roots with a modern twist," notes Joe Remsa, Shakey's President and CEO. "Without question we still cater to families, teams and groups. However, taking a page from the original Shakey's playbook, we've restored the original "Ye Public House" feel with a bar and sports-oriented entertainment that resonates with a more adult guest." Remsa adds, "During a time when people want nothing more than to connect, Shakey's new prototype serves up multiple unique experiences for singles, families and groups, all within one restaurant, so everyone can have fun."

In addition to the new bar area, the restaurant offers other "experiential zones" all appointed with vintage Shakey's memorabilia mixed with high-tech amenities. The main dining room features a double sided jumbo sports entertainment screen as well as multiple surrounding flat screens showcasing a variety of programming; the party room has its own set of four flat screens designed to accommodate guest-supplied team, birthday, anniversary or graduation videos; and Shakey's classic game room is filled with digital and old school arcade favorites for kids young *and old*.

To complement the expanded customer spectrum, Shakey's has added new menu items that can be ordered in individual portions or shared by the table. Featured on state-of-the-art digital menu screens complete with video to ease the ordering process, guests can treat themselves to spicy chicken wings with savory dipping sauces from Budweiser and Dr. Pepper; three fresh pasta favorites; an assortment of home-style side dishes; and new gourmet pizzas including the Mojo® Supreme and Big Island Barbeque.

While Shakey's is going to great lengths to preserve its heritage, it's also taking measures to conserve the environment by incorporating many green features into the new restaurant, including extensive use of renewable and recycled materials such as bamboo and recycled glass; energy-saving lighting and restaurant equipment; and low-

and zero-VOC surfaces and finishes to help guests breathe easier. Moreover, Shakey's is helping America reduce its dependence on foreign oil with clean, renewable, Mojo[®] power. In partnership with a waste vegetable oil recycler, Shakey's used fryer oil is collected and converted to second generation, renewable fuel for use right here in the U.S.A. Power to the Mojo[®]!

For more than 55 years Shakey's has been a multi-generational destination where family and friends share great food and great times at a great value. And while it is first and foremost a restaurant, throughout the decades Shakey's has served as the backdrop to celebrate life's milestones and create fond memories, which become permanently etched in customers' hearts and minds.

"Everybody has a story, a memory or a special feeling about Shakey's. In re-envisioning the restaurant, we wanted to preserve a bit of that heritage and invite a new generation of customers to make memories of their own," adds Remsa.

ABOUT SHAKEY'S USA

Sherwood "Shakey" Johnson opened the first Shakey's Pizza Parlor[®] in a remodeled grocery store on 57th and J Street in Sacramento, California in 1954. Originally established as "ye public house" for pizza & beer, Johnson indulged his passion for Dixieland jazz and added live ragtime music to mix, featuring banjos and player pianos throughout his rapidly expanding franchise. As the concept caught on, the Shakey's name became synonymous with *The World's Greatest Pizza*[®] along with light-hearted slogans such as "*You'll have fun at Shakey's, also pizza,*" and "*You can feed your face at any old place, but you can warm your heart at Shakey's.*" Since that time, Shakey's has been a pop-culture staple referenced in countless television shows, films and even by Bob Hope during an Academy Awards broadcast. And its most famous employee, actor Billy Bob Thornton, continues to share his Shakey's memories in every interview he gives. Shakey's USA, Inc is headquartered in Alhambra, CA. For more information and locations, visit <http://www.shakeys.com>

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