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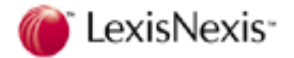


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[Let's Hear It for "Da Beers" as the Yard House Makes Its Chicagoland Debut at the new Glen Town Center in Glenview](#)

IRVINE, Calif., June 11, 2004

Award-Winning Eatery Features 130 Taps, American Fusion Favorites, and Late-Night Dining Plus a List of New Specialty Drinks Exclusive to the Glenview Location

Beginning this Monday, June 14, it's all about "da beers" as the Yard House, an award-winning eatery, makes its Chicagoland debut at the new Glen Town Center in Glenview, Illinois. Located approximately 20 miles north of Chicago, this is only the second Yard House restaurant to open outside of Southern California in the company's nine-year history. The restaurant, which features more than 100 menu items, 130 taps of beer, a prix-fixe children's menu and late-night dining, will be open daily.

The restaurant is a cornerstone and complement to the tenant mix at the new Glen Town Center, a 45-acre urban mixed-use lifestyle destination and the focal point of a master-planned community known as The Glen. The center itself enjoys a historic past having served as the Naval Air Station (NAS) during the 1940s. The Yard House, which spans a roomy 9,800 square feet with a 461 guest capacity that includes both indoor and outdoor seating, pays homage to NAS by incorporating some historic elements within its design.

"We're extremely excited to introduce our concept to suburban Chicago," said Steele Platt, founder and CEO of the company. "In choosing this location, we felt the demographics were an ideal fit for us. While we're known for our extensive selection of draft beer,

we are first and foremost a restaurant catering to families with young children, couples and, as the night wears on, an affluent singles crowd."

The interiors are a contrasting mix of warm wood and stainless steel accents complete with a signature oval bar and an assembly of tap handles adorned with clever icons representing the various breweries, including a selection of Illinois brews. The walls are graced with original and bold artwork commissioned by Jerome Gastaldi and a state-of-the-art sound system, which can be instantly programmed to reflect the age and preference of guests, plays continuous classic rock tunes. A collection of video monitors are strategically placed throughout so that guests may enjoy their favorite sporting events.

The Yard House promises to razzle dazzle 'em with its creative concept of great food, classic rock and the world's largest selection of draft beer. The Glenview location will be the company's only restaurant to offer a list of Beer Blend concoctions. These unique beverages blend ales and lagers with unconventional flavors. The list includes Youngberry Chocolate, a mix of Lindeman's Framboise and Youngs Chocolate Stout; Black Velvet, featuring Wyders Pear Cider and Guinness; and Chocolate Chuck, a combination of Woodchuck and Youngs Chocolate Stout. More traditional blends include Black and Tan (Bass and Guinness) and Snakebite, the British classic that marries Wyders Pear Cider with Harp.

The Glenview eatery will also help to launch the company's new line of signature martinis and specialty drinks, which won't be available company-wide until the end of the summer. Joining the Yard House Martini Menu are such new flavors as the Berry Kiwitini, Crystal Cosmo, Heath Bar, Hpnotini, Mangolicious and Pink Caddy. A list of new iced specialty drinks is sure to bring a chill to Chicagoland this summer, including the Framboise Mimosa and the fruit-flavored House Tropic. Other new drink items include Mojito, the Cuban cousin to America's Mint Julep, and Sangria, the refreshing Spanish drink.

The American Fusion fare, created by award-winning Executive Chef and Partner Carlito Jocson, is a nice complement to the beverage choices. With a nod to his Filipino heritage, many of Chef Jocson's dishes feature flavors of the Pacific Rim, which are then infused with more traditional fare. The menu, which features more than 100 items, includes a creative list of appetizers, salads, sandwiches, rice and pasta dishes, as well as steak and seafood. Signature dishes include an ample and stacked California Roll, open-ended Moo Shoo Eggrolls, and a generous double-crusting Turkey Pot Pie. A prix fixe children's menu, printed on a 12-page activity book, features a selection of items found on the regular menu only served in age-appropriate portions and accompanied with French fries or fruit, a Kustom Kooler beverage and fresh fruit dessert bar.

The Yard House takes its name from the early Colonial tradition of serving beer in 36-inch tall glasses -- or yards -- to weary stagecoach drivers. The Glenview location will carry on this tradition by offering guests full yards of beer, as well as half-yards and traditional pint glasses. The restaurant houses a glass-enclosed keg room where endless rows of steel barrels are stacked on top of one another. These containers collectively hold thousands of gallons of beer which are transported to the trademark bar through miles of stainless steel tubing and then fed to each individual tap.

The Yard House, which first opened in Long Beach, California, in December 1996, was recently lauded as having the "Best Beer List" by both Nation's Restaurant News and Cheers Magazine. The company's long list of accolades includes being ranked among the nation's Top 100 Independent Grossing Restaurants by Restaurants & Institutions Magazine, as well as being recognized as a Concept of Tomorrow by Restaurant Hospitality, a trade magazine which also named the Yard House among the nation's 50 fastest Growing Full Service Chains. The Los Angeles Business Journal has also ranked the Yard House as the third highest grossing independent restaurant in Los Angeles County, which is a major accomplishment in a town known for its many restaurant casualties.

The Irvine, California-based company, which reached a financial milestone in 2003 when it passed the \$50-million mark in gross sales, currently has six restaurant locations throughout Southern California and a single unit in Denver, Colorado. The Glenview location marks the company's eighth restaurant and its first Midwest venture. This October Yard House Restaurants will open another Southern California location in Rancho Cucamonga, just east of Los Angeles on historic Route 66. Further expansion is

being considered for such key markets as Las Vegas, Nevada; Scottsdale, Arizona; and Palm Beach, Florida. This year the company, which recently hired nearly 200 people at its Glenview location, projects annual gross sales to reach the \$66-million mark.

The new Yard House is located at the new Glen Town Center off the I-94 at the West Lake Avenue exit in Glenview, Illinois, approximately 20 miles north of Chicago. The restaurant will open for dinner only Monday-Thursday from 5-midnight. Lunch will be served Friday-Sunday starting at 11:30 a.m. and the restaurant will remain open until 1:30 a.m. Friday and Saturday, with a midnight closing slated for Sunday.

For more information, call 847.729.9273 (YARD), or take a virtual visit at www.yardhouse.com.

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