

And Glendale Makes Three: Yard House Opens Third Arizona at New Westgate City Center

Award-Winning Eatery Opens Third Valley Location Dazzling Opening Night Guests With Its American Fusion Fare and 130 Taps of Beer

IRVINE, CA -- (MARKET WIRE) -- December 15, 2006 -- In just 15 months, Yard House has taken the Valley by storm with the opening of three restaurants: Desert Ridge Marketplace in Phoenix, Fashion Square in Scottsdale and, as of yesterday, Westgate City Center in Glendale.

Since making its Arizona debut in the fall of 2005, Yard House has quickly become a household name, as well as a favorite dining destination, for Valley residents. The new Yard House, part of the multi-million dollar Westgate City Center, offers guests the same winning concept of great food, classic rock, and the world's largest selection of draft beer.

"Greater Phoenix has proven to be a fabulous market for us," said Harald Herrmann, president and chief operating officer for Yard House Restaurants. "Westgate City Center is an ideal location for Yard House given the demographics and its potential to become a real travel destination for sports enthusiasts. We're extremely excited to be part of something so dynamic."

The Westgate City Center location spans a roomy 13,000 square-feet with a guest capacity of 341 including an outdoor dining area. The interior showcases a contrasting mix of warm woods, stainless steel accents, and original artwork complete with a signature oval bar and fleet of 130 handles with a handful of taps pouring locally produced brews. The glass-enclosed keg room is essentially the pulse of the operation, and has the capability to house as much as 600 kegs and more than 1,000 gallons of beer at a time. More than five miles of steel beer lines stretch overhead from the keg room to the signature island bar, creating a rather intricate network in which to transport the chilled liquid. In addition, there is an assembly of individual pumps circulating as much as 2,000 gallons of coolant every hour in order to keep the beer consistently fresh and perfectly chilled.

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[Yard House Westgate City Center](#)

More than two-dozen plasma screens are strategically placed throughout the restaurant so guests can enjoy the latest sporting or news events. The state-of-the-art sound system features a library of more than 5,000 hand-picked, digital titles of classic rock tunes with an eclectic mix of '70s and '80s hits along with disco and contemporary music. A new play list is created daily from Yard House

founder and CEO Steele Platt's home then sent on to each of the 15 restaurant locations via the Internet. The custom sound system is so sophisticated that Platt can instantly alter or reprogram the music to reflect the age and preference of guests.

"Music is as equally important as our food, beer and service," says Platt. "We take it very seriously. The one thing we don't want our guests to hear is the clatter of forks, knives and spoons, which is typical in other restaurants. We strive for our guests to have a fun and truly enjoyable experience at Yard House."

Adding to the ambiance is a menu of American Fusion fare created by award-winning Executive Chef and Partner Carlito Jocson. 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 boasts more than 100 items, includes a creative list of appetizers, salads, sandwiches, rice and pasta dishes, as well as steak and seafood. 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 a choice of side dishes, a Kustom Kooler and fresh fruit dessert bar.

Yard House will continue to expand within Arizona when it opens a fourth location in Gilbert next spring. Yard House is part of Phase I of the Westgate City Center, which opened last month and features more than a half-million square feet of retail and loft office space as well as a 4,000-seat 20-screen AMC Multiplex Cinema. Yard House is open daily from 4:00pm for dinner and late-night dining. For more information, call 623.872.3900 or visit online at www.yardhouse.com.

About Yard House USA, LLC:



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[Yard House opens its third Valley restaurant today at the new Westgate City Center in Glendale. A fourth Yard House is planned for Gilbert next spring.](#)

Facts At-A-Glance:

The privately owned California-based company, known for its eclectic menu and extensive taps of beer, will open seven new restaurants during the next 18 months including units in Las Vegas and Downtown Los Angeles.

Founder & CEO: Steele Platt

President & COO: Harald Herrmann

Partner & Executive Chef: Carlito Jocson

Headquarters: Irvine, California - Orange County

Founded: 1996

Holdings: 15 units; 8 in Southern California, 3 in Greater Phoenix with single units in Denver Metro, Glenview, Illinois; Kansas City; Palm Beach Gardens, Florida.

Employees: 2500

Financials: \$115 million for 2006

Average Check Per Person: \$14 lunch/\$22 dinner

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