



NEWS RELEASE

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FLEMING'S PRIME STEAKHOUSE & WINE BAR
Inviting Ambiance, 100 Wines by the Glass, and A Focus on Prime Beef
Creates the Magic of a Great Evening Out

Newport Beach, California, April 2011 —For those in search of a memorable dining experience, *Fleming's Prime Steakhouse & Wine Bar* is the answer. The nationally acclaimed *Fleming's* offers the best in steakhouse dining -- Prime meats and chops, fresh fish and poultry, generous salads and side orders -- with a unique wine list known as the "*Fleming's 100*" that features over 100 wines served by the glass.

"*Fleming's* was founded on the premise that a steakhouse can be sophisticated yet comfortable and not overpriced," says Skip Fox, president. "We offer an engaging ambiance and lively environment, where one can enjoy great food and a broad selection of fine wine, which is further complemented by attentive and knowledgeable service."

Choosing a wine at *Fleming's Prime Steakhouse & Wine Bar* has been made easy through the uniquely designed progressive wine list that is organized first by grape variety, then according to body and flavor intensity within that type. To assist guests in making their selections, the list presents a natural, easily understandable flow from lighter to more full-flavored wines. In addition to the *Fleming's 100*, the Reserve List of over 80 wines of limited availability is sold exclusively by the bottle.

"Our wine program is at the core of our dining experience," says Maeve Pesquera, director of wine. "It is our point of distinction from other steakhouses. Coupled with our tremendous food, service and value, it is key to creating a memorable experience for each of our guests."

(more)

Fleming's Prime Steakhouse & Wine Bar

Add one

The interior design of ***Fleming's*** combines traditional steakhouse dining with a contemporary and warm environment, enhanced by subtle touches of flowers, beautiful china and hand-blown stemware. Adorning the walls is commissioned fine art by world renowned Thomas Arvid, one of America's most sought after artists among wine and art aficionados. The open dining room, bordered by an exhibition kitchen and expansive bar, creates an energized atmosphere that can be enjoyed among friends, family or business associates.

About Fleming's Prime Steakhouse & Wine Bar

The nationally acclaimed ***Fleming's Prime Steakhouse & Wine Bar*** offers the best in steakhouse dining – Prime meats and chops, fresh fish and poultry, generous salads and side orders— a unique wine list known as the Fleming's 100™ that features 100 wines served by the glass.

Fleming's was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 64 restaurants nationwide. ***Fleming's*** is the recipient of numerous prestigious awards, including *Wine Spectator* magazine's annual Awards of Excellence, and *Wine Enthusiast's* annual Awards of Distinction.

For more information about ***Fleming's Prime Steakhouse & Wine Bar*** and the *Fleming's* 100, please visit www.FlemingsSteakhouse.com.

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