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O'CHARLEY'S LAUNCHES 2 for \$14.99 VALUE PROGRAM

Six New Menu Items Were Specifically Developed to Offer Value Without Compromising Quality, Portion Size or Flavor

NASHVILLE, Tenn., July 27, 2009 (BUSINESS WIRE) – Beginning today, O'Charley's guests can enjoy two full-size entrees, prepared to order from quality, fresh ingredients, Sunday through Thursday, at a 2 for \$14.99 value price. The overwhelming positive feedback on the food, the portion size, and the value during testing prompted the concept-wide rollout. The only restaurants not participating in the program are the franchise or joint venture O'Charley's restaurants located in Orlando, Fla.; Lake Charles, La., Niles and Boardman, Ohio; Erie, Pa. and the Nashville International Airport.

The six new menu items, which include surprising takes on beef, pork, seafood and chicken, are the third generation of value items developed by O'Charley's. In mid-December 2008, Jeff Warne, then O'Charley's concept president, challenged his culinary and marketing teams to develop the company's next generation of value offerings. "They came up with lots of ideas and suggestions, some of which were tossed out, some that are in different stages of development, and these value-packed new 2 for \$14.99 items," said Warne, who was recently named president and CEO of O'Charley's Inc. "Our timing couldn't be better. The current economic challenges and heightened

awareness by guests to find the most value for their money are a perfect fit for these innovative menu items that incorporate three key elements: exciting new craveable flavors, high guest satisfaction and *real* value. These are not half-sized, pared down portions; these are full-sized entrees specifically developed to be sold at the 2 for 14.99 price point.”

The new 2 for \$14.99 menu items are:

- Meatballs & Spaghetti – Three giant beef and pork sausage oven-baked meatballs on top of linguini and covered with a roasted red pepper marinara and sprinkled with Parmesan cheese. Served with buttery toasted garlic bread.
- Cajun Shrimp and Grits – Jumbo New Orleans-style shrimp, sautéed and traditionally-served with onions, peppers, tomatoes and chopped bacon over cheddar cheese grits.
- Hand-Battered Fish n’ Chips – Authentic, hand-battered light & crispy cod served over hot, seasoned fries.
- Grilled Baja Chicken – Southwestern combination of grilled chicken and black beans, served over rice pilaf and topped with tortilla strips, homemade Pico de Gallo and drizzled with sour cream sauce.
- Wild West Burger – A perfectly grilled patty topped with melted Monterey Jack cheese, crispy bacon, fried onion tangles, zesty Cajun-Horseradish sauce, lettuce, tomato and pickles. Served with hot, seasoned fries.
- The Classic Cuban – Juicy slices of seasoned pork loin cooked in-house and piled high on toasted ciabatta bread with sliced ham, Swiss cheese, pickles and O'Charley's Charley’s own special sauce. Served with hot, seasoned fries.

“O'Charley's culinary team experiments with all types of flavors and dishes with a focus on fresh ingredients,” Warne said. “Our goal is to continually pioneer exciting flavor combinations for our guests that offer truly great value; our new 2 for \$14.99 value program achieves that goal.”

About O'Charley's Inc.

O'Charley's Inc., headquartered in Nashville, Tenn., is a multi-concept restaurant company that operates or franchises a total of 371 restaurants under three brands: O'Charley's, Ninety Nine Restaurant, and Stoney River Legendary Steaks. The O'Charley's concept includes 245 restaurants in 20 states in the Southeast and Midwest, including 233 company-owned and operated O'Charley's restaurants, and 12 restaurants operated by franchisees and joint venture partners. The menu, with an emphasis on fresh preparation, features several specialty items, such as hand-cut and aged USDA choice steaks, a variety of seafood and chicken, freshly baked yeast rolls, fresh salads with special-recipe salad dressings and signature caramel pie. The company operates Ninety Nine restaurants in 116 locations throughout New England and the Mid-Atlantic states. Ninety Nine has earned a strong reputation as a friendly, comfortable place to gather and enjoy great American food and drink at a terrific price. The menu features a wide selection of appetizers, salads, sandwiches, burgers, entrees and desserts. The company operates 10 Stoney River Legendary Steaks restaurants in six states in the Southeast and Midwest. The steakhouse concept appeals to both upscale casual-dining and fine-dining guests by offering high-quality food and attentive customer service typical of high-end steakhouses, but at more moderate prices.

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