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FOR IMMEDIATE RELEASE

Tucci Benucch unveils new design this week

MINNEAPOLIS (October 13, 2010) – Shea, Inc., a Minneapolis based design and marketing firm, recently worked with Lettuce Entertain You Enterprises (LEYE) on a refresh of its popular Mall of America concept, Tucci Benucch. On Friday, October 15, 2010, the new look will be unveiled to the public.

The Italian restaurant has been visited by millions at its prominent corner location in the largest shopping center in the country, and after a nearly 20-year run, LEYE enlisted the help of Shea's designers to update the space and give it new energy.

The most notable change in the new design is a reworking of the front dining room into a bar and cocktail area, which gives the concept a fresh new storefront and inviting entrance from the mall. Until now, Tucci Benucch has only had a service bar, so this new area will allow the restaurant to place more focus on specialty cocktails and its signature wine program, and it will offer a new, energetic space for customers to eat, drink and relax. The "Tuscan countryside" design, implemented at its inception in 1992, has been replaced with a simpler finish palette along with artwork and a lighting package that unifies the space and gives it a new fresh feel.

Construction was phased over the summer so that the restaurant could continue to operate while the changes were implemented.

Along with the new design, Tucci Benucch is implementing a new menu to meet current dining trends while offering the same level of service customers have come to expect.

www.leye.com/restaurants/directory/tucci-benucch

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site at www.shealink.com or our blog at www.sheaanything.blogspot.com.