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FOR IMMEDIATE RELEASE

Despite recession, many restaurants opening new units

MINNEAPOLIS (January 19, 2009) – Despite the recession, many clients of Shea, Inc., a Minneapolis-based marketing and design firm, opened new restaurants just prior to the holiday season, both locally and in various markets throughout the nation. While 2009 will prove to be an especially challenging year for food service operators, many of these concepts are exceeding expectations.

Locally, **Santorini** relocated to a new site at 13000 Technology Drive in Eden Prairie. The Nicklow family moved the popular Mediterranean-inspired concept from its longtime home in St. Louis Park to make way for a new hotel development. Shea worked with the Nicklows on design of the 9,700 SF building left vacant after the closing of Canyon Grille in the spring. The new location includes a new bar, large dining room with two fireplaces, private dining areas, a stage area for live entertainment and a large outdoor deck. Since the grand opening in November, revenues have been surpassing projections.

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Macy's has been working with Shea on a variety of projects highlighting its "Culinary Council," a consortium of national celebrity chefs including Wolfgang Puck, Cat Cora, Rick Bayless, Marcus Samuelsson and others. The latest collaboration is an in-store fast casual restaurant concept called **Signature Kitchen** that features a grouping of smaller concepts showcasing the individual chefs' personal menus and products. Shea designed a prototype with three adjoined units united by Macy's signature look, including quality finishes, fabrics and lighting. Each chef then has a unique brand within the Signature Kitchen environment and each uses customized materials, graphics and signage. The first Signature Kitchen concept was unveiled in South Coast Plaza in Costa Mesa, California, in December. It features **CCQ by Cat Cora**, **La Brea Bakery by Nancy Silverton** and **Marc Burger by Marcus Samuelsson**. Macy's is planning to implement the Signature Kitchen concept throughout the country, featuring varying chef concepts in each location.

Shea worked with Macy's and another of their Culinary Council members, Todd English, on **Figs**, a 3,000 SF full service restaurant in the Macy's store at The Gardens Mall in Palm Beach Gardens, Florida. The restaurant features the cuisine of the well-known celebrity chef and the décor has a rustic, Mediterranean appeal. The restaurant opened in November.

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Shea helped to develop **Brimstone**, a brand new restaurant concept in Pembroke Pines, Florida. The 11,000 SF upscale casual restaurant offers contemporary American fare including steaks cooked in a 1600-degree broiler, woodfire grilled fresh seafood, gourmet pizza, sushi and salads. The concept was built around "fire and energy" and the design of the grand freestanding building was influenced by Prairie-style architecture using wood, stone and custom lighting. Brimstone opened in Florida in late 2008.

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Shea worked with **California Pizza Kitchen** on their latest location at the Natick Collection mall in Natick, MA. It opened in December.

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Shea has worked on over 40 locations for long-term client, **Morton's – The Steakhouse**, and

recently completed design on stores in Brooklyn, NY, and Sacramento, CA. Both stores opened in November.

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Shea worked with **The Palm Restaurant** on the opening of a new Tribeca location in New York City, NY. This is the fourth NYC restaurant for The Palm, and the outpost is located in a luxury condominium building at 200 Chambers Street. It opened to the public on November 21.

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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 www.shealink.com.