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HOULIHAN'S

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FOR IMMEDIATE RELEASE

If You Don't Eat Out Here, Eat Out Somewhere Houlihan's Declares April National Eat Out Month

Leawood, KS - In response to a troubling downturn in the number of people going out to eat, Houlihan's Restaurants, Inc. has taken it upon themselves to declare the month of April a national holiday: National Eat Out Month.

Jen Gulvik, Houlihan's Vice President of Marketing explains, "While we always advocate fiscally responsible dining, the food service industry employs an estimated 13 million people*. They have to eat too. So we felt like it was time somebody spoke up."

According to the National Restaurant Association's website, the industry's overall economic impact is projected to exceed \$1.5 trillion in 2009. So a large downturn in restaurant attendance is likely to have a very real impact on the economy as a whole.

Gulvik adds, "Recently, I was in a drive thru at lunch, when a boozy-smelling red-headed clown approached me and asked if he could borrow a couple bucks for gas. Of course, I was terrified. But after locking my doors and driving away at a dangerously high rate of speed, I couldn't help but feel for the guy. Everyone's hurting right now."

With National Eat Out Month, Houlihan's has two goals: 1.) to put those meddling grocery stores out of business once and for all and 2.) to raise awareness that dining out is more than a mere luxury. Gulvik adds, "69-percent of adults with children surveyed say purchasing meals from restaurants, take-out and delivery places makes it easier to manage their day-to-day lives. Plus, we've seen recent reports indicating the number of terrible-tasting home-cooked meals served is trending upward at an alarming rate. We just can't stand by and let this happen to our nation's children."

So Houlihan's is launching three new programs to help the cost-conscious enjoy dining out while keeping an eye on their jack. They include: "Mealio Dealio," a three-course prix fixe meal starting at \$11.95, a Half-Price Wine promotion and Bottomless Soup and Salad during lunch. Program availability to be determined on a location by location basis. Gulvik says, "We know the economy is top of mind for consumers right now, so we're working hard to ensure that a made-from-scratch-meal at Houlihan's is never out of reach."

**Source for all statistics: The National Restaurant Association website at restaurant.org*

About Houlihan's

Houlihan's has been the trendsetter in casual restaurants with a menu of eclectic dishes featuring premium ingredients like artisan breads and cheeses, Prime aged steaks and seafood and its signature drink flights of mini martinis, mini margaritas and wine flights. Menu items range from classic (stuffed chicken breast or a mini burger threesome) to adventurous (So. Cal fish tacos or seared rare ahi tuna salad with a banana-ginger vinaigrette), often with whimsical presentations in a style-forward atmosphere. Currently, 106 Houlihan's restaurants operate throughout the country, 70 of which are franchised, and company executives estimate approximately 30 new locations will open in the next two years.

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