

FOR IMMEDIATE RELEASE

Prime Pubs and Casey's Grill • Bar Announce 2011 Franchisees of the Year

...Prime Restaurants' Brand Excellence Award program honours Franchisees for unsurpassed Guest experience and commitment to operational excellence...

Mississauga, ON – January 16, 2012 – Prime Restaurants awarded Harold Kaiser of Fionn MacCool's Orangeville and John Flynn of Casey's Grill • Bar Kennedy Commons in Scarborough Franchisees of the Year for their respective brands at a VIP reception for its annual Brand Excellence Awards at Fallsview Casino in Niagara.

The Franchisees of the Year and Brand Excellence winners each achieved top marks for operational excellence, management innovations and financial performance. All of the recipients were assessed through semi-annual brand audits, an extensive secret shopper program, a comprehensive guest satisfaction component and participation in management, beverage, and culinary brand training programs.

"Harold and John represent the gold standard for franchisees," says Grant Cobb Senior Vice President, Brand Management for Prime Restaurants. "Both of these franchisees and their teams scored the highest marks for each of their respective brands in our corporate audits, their Guest Surveys show they maintain the highest standards in service, and their operating service is of the highest caliber."

Since opening his pub in 2010, Harold has been very active in his community and he has been recognized locally as Employer of Choice. John opened his Casey's franchisee in 2007 after working for many years as an area manager with Prime Restaurants head office. He achieved an impressive 90 per cent in nearly all of the assessment categories.

Franchisees of the Year who score 80 per cent and higher on Prime's operational audit, 80 per cent on Prime's Secret Shopper Program, 80 per cent on Prime's In Touch Guest Surveys (with at least 200 respondents) and attended all training seminars and events received a Brand Excellence Award. For 2011 there were 14 Brand Excellence winners from Casey's Grill • Bar and six Brand Excellence winners from Prime Pubs.

To recognize their achievement, Brand Excellence Award Winners each received \$5,000 and Franchisees of the Year received an additional \$5,000 each.

[About Casey's Grill • Bar](#)

Casey's Grill • Bar, a Prime Restaurants brand, is a franchised restaurant chain specializing in the casual dining category. The chain has 34 restaurants in Ontario and Québec. The new Casey's restaurant offers a contemporary dining experience with a variety of fresh, high-quality international cuisine and old favourites, known as "Casey's Classics" including Casey's Classic Back Ribs, Casey's Classic Chicken Wings and Casey's Classic Bloody Caesar. Casey's features casual dining prices in an environment that offers the perfect balance of comfort, style and energy. Visit www.caseysgrillbar.com for more information.

About Prime Pubs

Owned by Prime Restaurants Inc., Prime Pubs is a family of 19 authentic Irish pubs operating under the trade-marks of [Fionn MacCool's](#), D'Arcy McGee's, Paddy Flaherty's and Tir nan Óg. Prime Pubs serve traditional Irish fare made from authentic recipes that have been developed over generations. Interiors of Prime Pubs offer a warm and friendly environment and many pubs feature furnishings that have been imported directly from Ireland. For more information visit www.primepubs.com.

About Prime Restaurants Inc.

Prime Restaurants Inc. operates and franchises a diversified portfolio of leading brands of casual dining restaurants and premium pubs across Canada under such trademarks as: "East Side Mario's," "Casey's," "Fionn MacCool's," "D'Arcy McGee's," "Paddy Flaherty's," "Tir nan Óg," "Bier Markt" and "Pat & Mario's."

Prime Restaurants is listed on the Toronto Stock Exchange under the symbol EAT. Visit www.primerestaurants.com for more information.

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Media Contact:

For more information please contact:

Katherine Clark

Cowan & Company

416-462-8773 ext. 55

katherine.clark@cowanandcompany.net