



SIMPLY THE FRESHEST!™

fishgrill.com

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**Fish Grill™ Restaurants Poised for Future Growth
As L.A.'s Most Popular Choice for Mesquite-grilled Fresh Fish**

***Authentic Fast-Casual Kosher Restaurant Chain
Looks to the Future with Prototype Restaurant in Brentwood***

LOS ANGELES (Jan. 5, 2009) – Even in an economic downturn, hard work does pay off – especially when it's combined with the freshest ingredients, affordability and an ongoing commitment to authenticity and value in an age not necessarily known for either.

Such is the case for Fish Grill™, the family of Los Angeles fast-casual restaurants that grew out of one man's desire to serve the very freshest mesquite-grilled seafood from his backyard. From a modest 650-square-foot restaurant on Beverly Blvd. in 1986, Fish Grill has evolved into a growing four-restaurant chain with a reputation for serving L.A.'s absolute freshest fish at the best price.

Now, thanks to the increasing popularity of restaurants offering honest food at honest prices, Fish Grill owners are being courted by retail developers and landlords in Southern California and beyond wanting to capitalize on the chain's local following. For the first time, the company is looking to expand its proven formula beyond its traditional West Los Angeles core to the San Fernando Valley, Orange County and even Las Vegas. While an expansion plan has yet to be finalized, the Fish Grill management team is considering a number of new-store possibilities.

(more)

Los Angeles
7226 Beverly Blvd.
Los Angeles, Ca 90036
323 937 7162

Brentwood
12013 Wilshire Blvd.
Los Angeles, Ca 90025
310 479 1800

Pico
9618 W. Pico Blvd.
Los Angeles, Ca 90035
310 860 1182

Malibu
22935 Pacific Coast Hwy
Malibu, Ca 90265
310 456 8585

“Some might think it crazy to consider expansion at a time like this – but our customers appreciate the honest value we provide now more than ever,” explained Aharon Klein, the backyard barbecue aficionado who founded Fish Grill on the simple premise that people will come back for the freshest mesquite-grilled seafood, served fast-food style. “It’s especially gratifying that folks outside L.A. are recognizing our 23 years of hard work to make Fish Grill a local success.”

Following the success of the Beverly Blvd. restaurant, Klein opened Fish Grills on Pico Blvd. in Beverly Hill, on Wilshire Blvd. in Los Angeles, and on Pacific Coast Highway in Malibu. The Beverly Hills store features an updated version of the fishing motif of the original, while the Malibu restaurant pays homage to famous Malibu surfers from the past.

According to Klein, the Brentwood store gave him and his team the chance to plan for the future. Specifically, since it was the first Fish Grill to be located in a retail center, he saw it as an opportunity to create a prototype design that could be used for future Fish Grill restaurants.

“We consulted with a Hollywood set designer who approached Fish Grill Brentwood as if it was a movie set with a real story to tell,” he explained. “The result was a more spacious look and feel that combines the authenticity and rich fishing lore of the original Fish Grill with a bold design that will work anywhere. Despite being only three years old, the Brentwood restaurant feels like the type of place that John Steinbeck might frequent before heading back out to sea.”

“In the end, we want our customers to love seafood as much as we do, so we’re surrounding them with authentic sights and sounds to compliment the authentic tastes – whether they’re joining us in Southern California or on the Las Vegas Strip.”

About Fish Grill

Fish Grill™ is a growing family of authentic Los Angeles fast-casual restaurants specializing in just-caught seafood grilled on mesquite coals. From the first Fish Grill on Beverly Blvd. in 1986, Aharon Klein has created L.A.’s most popular destination for the absolute freshest fish and sides served in a comfortable, unpretentious setting at an affordable price.

Fish Grill is located at 7226 Beverly Blvd, 9618 W. Pico Blvd., and 12013 Wilshire Blvd. in Los Angeles, and 22935 Pacific Coast Highway in Malibu. All four restaurants serve lunch and dinner daily Sunday through Thursday from 11 a.m. to 9 p.m., and Friday from 11 a.m. to 2:30 p.m. All Fish Grills are closed on Saturday. For information, call (323) 937-7162 or go to www.fishgrill.com.

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