



FOR IMMEDIATE RELEASE

CONTACT: The Lavidge Company
(480) 998-2600
Kendra States ext. 562 kstates@lavidge.com
Ashley Engler ext. 597 aengler@lavidge.com

LING & LOUIE'S ASIAN BAR AND GRILL DEBUTS IN SCOTTSDALE WITH PLANS TO EXPAND NATIONWIDE

Randy Schoch Introduces New Concept to the Valley

SCOTTSDALE, Ariz. (January 23, 2008) – Ling & Louie's Asian Bar and Grill[®], a new concept created not for boring people[®] by veteran and award-winning restaurateur Randy Schoch, will open January 28, 2008 in Scottsdale at 94th Street and Shea Blvd. in the brand new Shops at 9400.

Ling & Louie's offers a casual dining experience serving traditional Asian-inspired cuisine with a contemporary American twist. The first Arizona location will introduce a new, fun, affordable and user-friendly neighborhood concept that is sure to appeal to a broad range of diners seeking a unique restaurant environment.

"We are pleased to offer this innovative, Asian-inspired concept to Arizona food lovers and are excited to begin expanding the brand nationwide," commented Ling & Louie's founder and CEO of Desert Island Restaurants Randy Schoch. "It will be a great place, with its own irreverent vibe, to hang out with friends and family, or to swing by to pick-up some great take-out if you're in a hurry."

Second only to its Denver location, where it was named "Best Asian Fusion in Denver," Ling & Louie's boasts an atmosphere that will take your senses. A third franchised location is slated to open in Denver the summer of 2008 with another in Chandler, Arizona inside the new casino at Wild Horse Pass (located on the Tribal lands of the Gila River Indian Community) in early 2009.

Ling & Louie's comprehensive menu features affordable and dynamic dishes that range from the traditional Sweet & Sour, Teriyaki and Orange Peel standards to the unexpected selection of Sliders, the Shanghai Rib Eye, a Surf & Turf Sizzling Platter and Hop Sing's Meatloaf (a Cartwright family favorite!) served with Wasabi Mashed Potatoes and Szechuan Green Beans. All menu items are made with quality, fresh ingredients and prepared in-house. In addition to dining in, Ling & Louie's also offers take-out, catering and a full bar featuring beer, wine, sake and specialty drinks like the Frozen Thai Mai (an Asia Rumarita!) and the Wong Island Iced Tea. Daily "Chop-Chop" lunch and "Din-Din" specials and will be featured on chalk boards throughout the restaurant.

About Ling & Louie's Asian Bar and Grill

Ling & Louie's Asian Bar and Grill was founded in 2006 by veteran and award-winning restaurateur Randy Schoch, owner and CEO of Desert Island Restaurants. With 2007 sales exceeding \$31 million, Desert Island Restaurants is a management entity that oversees operations of five franchised Ruth's Chris Steakhouses[®] and a Romano's Macaroni Grill[®] located throughout the Hawaiian Islands, the ThaiFoon-Taste of Asia[®] in Salt Lake City, Utah, and most recently Ling & Louie's Asian Bar and Grill. With the first Ling & Louie's already open in Denver, Scottsdale will serve as the concept's first "small box" location with plans to franchise and expand nationwide. For more information, please visit www.lingandlouies.com.

###