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Newest Fish City Grill Fits "Swimmingly" Into Arlington

Opening of Family Friendly Restaurant With Great Food, Inviting Atmosphere

DALLAS (June 19, 2007) – Neighborhood Ventures, Inc., the fun-loving and friendly parent company of Fish City Grill and Half Shells restaurants, today announced the addition of a new franchise family member in Arlington, Texas. This marks the fifteenth Fish City Grill in the U.S.

The new Fish City Grill restaurant is located at:

- Arlington Highlands Town Center
3900 Arlington Highlands Blvd
Ste 101
Arlington, TX 76018

The new, Arlington location was franchised by Dave Schmile of Island Times Restaurant Ventures. As a former executive of Brinker International, Schmile has utilized his industry knowledge and experience to ensure the growth and development of Fish City Grill. The Arlington location marks his fifth Fish City Grill franchise within the Southwest.

"We are tremendously excited to move into the Arlington market," said Bill Bayne, who co-founded Neighborhood Ventures with his wife, Lovett Bayne. "Our expanded growth into this area is a testament to our continued service of providing excellent quality seafood in a fun, family setting. Arlington is a natural choice for us, with its distinctive eateries and retail selections. A neighborhood-friendly concept such as Fish City Grill is a perfect fit."

Fish City Grill offers a family-friendly, cozy dining experience, offering great seafood items such as the signature Oyster Nachos, Honey Chipotle Shrimp, Serafin's Fish Tacos and delightful chalkboard specials. The menu also has a "Things That Don't Swim" category, which offers non-seafood items such as Hugo's Louisiana Pot Roast, Red Beans & Rice, as well as grilled chicken and pasta dishes. Guests can also enjoy a full bar and well-priced wine list.

Not only does Fish City Grill offer great food and great service, but passes along to its customers two of its unique philosophies. "No Schmucks Policy" ensures that everyone, from general managers and dishwashers to fish vendors and construction contractors take pride in their work and always strive to be the best in their chosen field. "We firmly believe that to be a company based on quality we must begin with the quality of our relationships," Bayne said.

On the first Tuesday of each month, every Fish City Grill and Half Shells restaurants selects a local charity to benefit. This "First Tuesday Benefit" donates 15 percent of the day's total sales to the chosen charity. Since "First Tuesday" began in 2002, nearly \$100,000 has been donated.

For more information on Fish City Grill and Neighborhood Ventures, please visit www.fishcitygrill.com.

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