



**Friendly folks.
Serious seafood.**

Contact Information:

Bill Bayne

214.207.5163

bill@fishcitygrill.com

**Fish City Grill Collaborates with Medical City to
Highlight Heart-Healthy Menu Items**

Neighborhood Seafood Joint Emphasizes Heart Smart Choices

DALLAS (April 10, 2007) Neighborhood Ventures, Inc., the fun-loving and friendly parent company of Fish City Grill and Half Shells restaurants announced their partnership with Medical City Heart and the Greater Dallas Restaurant Association to work together to emphasize heart-healthy menu choices for the community.

The selection of heart-healthy entrees, which are designated by the Medical City Heart logo, are currently available at Fish City Grill restaurants upon request and can also be viewed on the restaurant's Web menu. To identify heart-healthy menu items, entrees are submitted to the Medical City Heart registered dietician and are analyzed according to guidelines set by the American Heart Association. All approved dishes have no trans fat and limited levels of total fat, saturated fat, calories and sodium.

"Recognition from Medical City Heart is encouragement for Fish City Grill to continually develop our menu to ensure that it provides choices that are both appetizing and healthy," said Bill Bayne, who co-founded Neighborhood Ventures with his wife, Lovett Bayne.

"With health concerns attributed to eating habits on the rise, our program works to recognize and promote restaurants that have menu items that contribute to a healthy lifestyle," said Ryan Eason, a Medical City Heart spokesperson. "Fish City Grill listens and understands consumers' concerns and is taking a proactive approach in the health and well-being of their customers."

Fish City Grill provides a family-friendly, cozy dining experience, offering great seafood items such as grilled or blackened catfish and shrimp, in addition to delightful, daily chalkboard specials. The menu also has a "Things That Don't Swim" category, which offers non-seafood items such as grilled or blackened chicken served with vegetables and rice. Guests can also enjoy a full bar and well-priced wine list.

**Friendly folks.
Serious seafood.™**

Fish City Grill is now open in several locations throughout Texas, including: Dallas, Plano, Southlake, Flower Mound, Sugar Land, Austin, Houston, Garland, San Antonio and Georgetown, with additional locations in Edmond, Okla. and Rogers, Ark.

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

**Friendly folks.
Serious seafood.™**