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Family-Friendly Seafood Joints to Make a Splash in Florida

Fish City Grill to Open Five new Franchises Across Tampa Bay Area

DALLAS (July 11, 2007) – Neighborhood Ventures, Inc., the fun-loving and friendly parent company of Fish City Grill and Half Shells restaurants, today announced the future openings of five franchise restaurants across the state, to open over the next five years. The first Fish City Grill restaurant is scheduled to open in mid-September in Lakeland, with additional franchise locations targeting New Tampa, South Brandon, downtown St. Petersburg and upper Pinellas County areas.

Industry veteran Brian Edwards is overseeing the development of each of these locations. As a former executive of Brinker International/Chili's Bar and Grill, Edwards brings more than 25 years of restaurant operation and developmental experience to the Fish City Grill family.

"We are thrilled to have someone of Brian's caliber lead the expansion of Fish City Grill into the Florida market," said Bill Bayne, who co-founded Neighborhood Ventures with his wife, Lovett Bayne. "His experience in the restaurant industry, combined with his knowledge of the Florida consumer, will allow for the continued success and growth of our restaurants into future markets."

After learning of Fish City Grill's unique business model and position within the casual dining space, Edwards signed an agreement with Neighborhood Ventures to develop five locations in the Tampa Bay Area.

"Fish City Grill reminded me of past casual-dining establishments, where the focus began with customer and employee satisfaction, resulting in driving customer traffic and bottom line success," said Edwards. "The restaurant represents a fresh approach to casual-dining in the Tampa Bay area, by blending a fun atmosphere, an excellent menu and a unique culture that doesn't say corporate."

Fish City Grill provides a family-friendly, cozy dining experience, with 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 also passes along to its customers one of its unique philosophies. The "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.

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

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