



**News from Rise & Dine™ Restaurants, Inc.**

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**BREAKFAST-LUNCH CHAIN UNVEILS NEW VALUE MENU**  
***Rise & Dine™ goes back to the basics with meals for \$4.99***

COLUMBUS, OHIO (March 13, 2009) – The fast-growing, breakfast-lunch chain Rise & Dine™ Restaurants, Inc. announced today that it is reviving the original “value menu” with meals inspired by the Chicago-style hot dog.

“The value menu was not just a fast food chain idea,” Joe Deavenport, Rise & Dine™ Restaurants co-owner and COO, said. “It was an invention of the entrepreneurial hot dog street vendors that roamed Chicago during the Great Depression. They offered people an affordable and flavorful meal, and in that same spirit, we have concocted our own take on the old-American favorite.”

Beginning in April 2009, Rise & Dine Restaurants™ nationwide will launch its Back to Basics Value Menu, featuring regional hot dogs from across America. The signature Chicago-style hot dog, which sold for a nickel and spread like gangbusters nearly a century ago, features the same ingredients as the original. An all-beef frank is topped with yellow mustard, bright green relish, chopped onions, tomato wedges, pickle spear, sport peppers and a dash of celery salt.

Other regional favorites will include New York and Texas-influenced hot dogs as well as chili and cheese, jalapeno and cheese, and Rueben. With meals starting at \$4.99, customers can choose any style hot dog and a side of seasoned fries, Vidalia onion rings or creamy slaw.

“Customers want a satisfying, tasty dine-out experience that will not break the budget,” Deavenport said. “Our new selections offer customers wholesome, family-friendly meals that do not compromise on quality or quantity.”

Rise & Dine™ also is rolling out All You Can Eat Pancakes for \$4.99. The new addition was inspired by a recent Rise & Dine™ pancake-eating contest in St. Louis, which helped raise money for a local YMCA.

“The promotion was a tremendous success, and we want to continue the momentum,” Deavenport said. “Fast, affordable meals are in high demand, and we want to fully tap that growth segment.”

**About Rise & Dine™ Restaurants, Inc.**

Rise & Dine™ Restaurants operates 14 locations in four states: Ohio, Texas, Utah and Missouri. Four additional locations are scheduled to open soon.

Most restaurants are open daily from 6:30 a.m. to 2:30 p.m.; Missouri stores are open from 7 a.m. to 2 p.m. The restaurants offer a wide variety of breakfast and lunch fare, including signature dishes such as French Toast Crunch, Steak & Eggs and Chicken Salad with Fresh Fruit. The menu also features a quiche of the day, Black Angus® burgers, wraps, soups, salads and fresh fruit. In addition, Rise & Dine™ offers take out, catering and special event hosting.

Franchise opportunities are currently available for both first-time owners and existing franchise owner/operators and developers. For more information, visit [www.risedine.com](http://www.risedine.com).

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