

# GRILL CONCEPTS, INC.

## NEWS RELEASE

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### GRILL CONCEPTS INTRODUCES NEW *PUBLIC SCHOOL*-BRANDED GASTRO PUB

**WOODLAND HILLS, Calif. – January 3, 2011** ó Grill Concepts, Inc. (Pink Sheets: GLLC), operators of *The Grill on the Alley* and *Daily Grill*-branded restaurants and the *In Short Order – Daily Grill*, the company's quick casual concept, today announced that it is introducing a new gastro pub concept *Public School*.

Construction has commenced on the first location, known as *Public School 612*, housed alongside Daily Grill in its current 612 S. Flower, Los Angeles restaurant and comprising approximately one-third of the leased space which previously operated as the Daily Grill bar and private dining board room. Daily Grill will remain open for business during construction.

*Public School 612* will feature 20 craft beers on tap and high quality chef driven cuisine. "We are excited to introduce this concept focusing on an eclectic American tapas menu in a relaxed 21<sup>st</sup> century bar," said Robert Spivak, president and chief executive officer. "We believe *Public School* will help introduce Grill Concepts to a new segment of the population that has not yet dined with us and we will be monitoring its success while we consider retrofitting other Daily Grill restaurants or expanding *Public School* into new locations."

#### **About Grill Concepts, Inc.**

Grill Concepts owns, manages and licenses upscale casual and fine dining, full service restaurants under two core brand names: *The Grill on the Alley* and *Daily Grill*; as well as the quick casual concept named *In Short Order – Daily Grill*. The company operates 29 restaurants including seven *The Grill on the Alley*-branded restaurants in Beverly Hills, Hollywood, San Jose and Westlake Village, California; Chicago, Illinois; Dallas, Texas; and Aventura, Florida; 21 *Daily Grill* restaurants in California; the Washington, D.C. metropolitan region; Houston and Austin, Texas; Portland, Oregon; Seattle, Washington; and Tulsa, Oklahoma; as well as one *In Short Order – Daily Grill* in Seattle, Washington.

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