
GRILL CONCEPTS, INC.

NEWS RELEASE

CONTACTS:

Robert Spivak
President and Chief Executive Officer
Grill Concepts, Inc.
(818) 251-7015
bob.spivak@grillconcepts.com

Roger Pondel
PondelWilkinson Inc.
(310) 279-5980
investor@pondel.com

GRILL CONCEPTS NAMES NEW CFO: JOHN BAYLEY

WOODLAND HILLS, Calif. – September 14, 2010 – 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 the hiring of John Bayley as the company's vice president and chief financial officer, effective September 15, 2010.

Mr. Bayley fills the CFO role that opened after the departure of Wayne Lipschitz on August 9, 2010. Bob Spivak, President and CEO, stated, "Wayne developed strong accounting, finance and MIS teams during the four years he was with the Company and made valuable contributions in positioning the Company to its long-term achievement. We thank Wayne for his loyal service and wish him the best of luck."

Mr. Bayley joins the Company with over 30 years experience in restaurant finance and accounting, most recently serving as the CFO for Sizzler, USA, Inc. and has also maintained executive positions with Diedrich Coffee and Sizzler International, Inc., formerly known as Collins Food International, Inc. His senior financial management positions have been at both private and public firms with revenues ranging from about \$22 million to over \$12 billion.

"John is a respected leader in the restaurant industry and we are delighted that he is joining the team", said Spivak. "John brings a wealth of experience in finance and accounting and proven success in strategic development. I feel confident that John will add significant value as we continue to build on our strong foundation and its long-term growth. On behalf of the Board of Directors and the management team, we warmly welcome John."

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.

#