

GRILL CONCEPTS, INC.

NEWS RELEASE

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GRILL CONCEPTS NAMES RAY JACOBI TO BOARD OF DIRECTORS

WOODLAND HILLS, Calif. – December 29, 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 that Ray Jacobi has been named to the company's board of directors. Jacobi fills a vacancy on Grill Concept's seven-member board.

Jacobi is currently managing partner of The Ritz restaurant in Newport Beach, California. He previously was managing director of The Island Hotel, also in Newport Beach, where he directed all day-to-day operations for the property. In addition, he was general manager of this property under the former management company, Four Seasons.

Jacobi has a long standing career in the hospitality industry, which also included serving as chief executive officer of Telluride Ski-Gulf Resort; chief operating officer of Rosewood Hotels & Resorts; chief operating officer of Ian Schrager Hotels; and area director for Starwood Resorts, where he oversaw all resorts in Arizona, California and Colorado, including the St. Regis in Aspen and The Phoenician in Scottsdale.

"We are pleased to have attracted Ray Jacobi to our board," said Robert Spivak, president and chief executive officer. "He brings to our company many years of relevant experience serving some of the nation's finest hospitality organizations."

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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