

# Press Release

**Date:** November 4, 2005

**Contacts:**

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**Subject:** Whiskey Creek Franchise Announcement

Whiskey Creek Franchise Systems based in Kearney, Nebraska is proud to announce that the first Whiskey Creek Wood Fire Grill franchise has been sold to House of Fire Corporation in Hays, Kansas.

Whiskey Creek is the largest Nebraska-based steak restaurant chain with seven Nebraska locations and 11 restaurants overall in three other states, including Kansas, Missouri and Florida.

Whiskey Creek features grilled menu items cooked over a hardwood fire with Whiskey Creek's own proprietary seasonings. The restaurant's famous wood-fire grill uses logs of oak and ash to give meals a unique flavor. The menu offers something for everyone including pasta, sandwiches and burgers. Another feature of the restaurant is 50 plus margaritas.

Whiskey Creek Wood Fire Grills serve the finest beef this country has to offer. Whiskey Creek is the first restaurant in the nation to be source verified, this means that every steak in a Whiskey Creek comes from cattle that have been tracked since birth and are Raised Right®. The cattle come from farms and ranches that adhere to the highest standards in terms of environmental stewardship and humane animal treatment.

Whiskey Creek was also the first restaurant chain in the nation to introduce the flat iron steak, which is a cut of beef developed in cooperation with the National Beef Council.

There are many exciting things to look forward to at Whiskey Creek in Hays including the Pre-Opening gatherings that include the Branding Party and Chamber VIP Party. During the Branding Party Whiskey Creek partners with local beef producer organizations to throw a free sneak peek party at which the producers literally burn their families' cattle brands into the restaurant's bar. Because many of the brands have been passed down for generations, this event creates pride and a sense of permanence for the cattlemen and women.

The building is undergoing extensive renovation and will feature a unique and distinctive western decor. The project will take nearly 16 weeks and therefore the planned opening is in March or April, 2006.

House of Fire Corporation is owned by Gary Weatherbee, Shannon Gnad and Tom Lovewell.

For further information please contact House of Fire Corporation or Whiskey Creek Wood Fire Grill Franchise Systems.