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“Focus on America” to feature Whiskey Creek® Wood Fire Grill

February 15, 2008, Deerfield Beach, FL – Platinum Productions TV is pleased to announce that *Whiskey Creek® Wood Fire Grill* will be featured on its innovative, educational television series, **Focus on America**. The organization will be showcased in a segment on “Be Your Own Boss” as part of the “Americas Best Franchise Opportunities” series.

As the first chain restaurant in America to feature source-verified beef, Whiskey Creek® Wood Fire Grill continues to surpass the standards to provide the best in their market.

Along with serving their customers large portions of high quality, moderately priced meals, Whiskey Creek® Wood Fire Grill is also offering the chance for qualified, multi-unit franchisees to carry on the legacy with future Whiskey Creek® locations.

Their excellent business model of having an attentive wait staff with full table service and a full service bar distinguishes Whiskey Creek® from the other restaurants in their niche of smaller, secondary markets and suburban areas.

In addition to their family-oriented atmosphere, Whiskey Creek® incorporates local pride and history into each new restaurant with their customary Branding Party. The Branding Party invites area cattlemen to burn their family brands onto the bar. The first franchise opening welcomed 900 people, who burned 225 brands into the bar.

The truly exceptional feature of the Whiskey Creek® franchise will always be the food. With Raised Right® beef, which is tracked from their family farms since birth, Whiskey Creek® ensures quality and a savory, authentic taste through the use of their wood fire cooking. While still upholding their commitment to environmental stewardship and humane animal treatment, Whiskey Creek® still stays on the cutting edge of the industry by being the first in the World to introduce the Flat Iron steak in 2002. The Flat Iron steaks can even be bought online on the Whiskey Creek® website.

The Port Charlotte, Florida Whiskey Creek® restaurant opened in 1995 and others followed throughout the Midwest.

Along with joining the Whiskey Creek® franchise operation, franchisees obtain assistance with site selection, lease negotiation, store layout and design. A team of highly motivated individuals will also help franchisees with opening their establishment. Continuous upgrades to menus and recipes are also provided.

“Over the next few years, Whiskey Creek® Wood Fire Grill will be working to improve brand awareness by adding franchise restaurants around the country, developing new and innovative products and increasing our presence through online sales and catalog marketing,” says Whiskey Creek® president, Jim Gardner. “We have been approached with the idea of expanding our brand internationally, which we are looking at very closely.”

For more information on Whiskey Creek® Wood Fire Grill, log on-line at www.whiskeycreek.com.