

**FOR IMMEDIATE RELEASE**



**Press Release**

**Date:** August 9, 2007  
**Contacts:** KC Hospitality, Inc.: Kevin Cunningham, Owner (320-846-5253)  
Whiskey Creek Franchise Systems, LLC: Jim Gardner, President (308-234-2757)  
**Subject:** Whiskey Creek Franchise Announcement

Whiskey Creek Franchise Systems based in Kearney, Nebraska is proud to announce that the fifth Whiskey Creek® Wood Fire Grill franchise has been sold to KC Hospitality, Inc and is set to open November 2007, in Alexandria, Minnesota, at the site of the Country Kitchen Family Restaurant.

Whiskey Creek® is the largest Nebraska-based steak restaurant chain with 14 restaurants in Nebraska, Kansas, Missouri, and Florida. Alexandria will be the chains first venture in Minnesota.

Whiskey Creek® Wood Fire Grill features grilled menu items cooked over a hardwood fire of oak and ash. The restaurant's famous wood-fire grill combined with Whiskey Creek's® own proprietary seasonings gives meals a unique flavor. The menu offers something for everyone including steak, BBQ, pasta, sandwiches, burgers and salads. Another feature of the restaurant is its 50 plus flavors of margaritas.

Whiskey Creek® Wood Fire Grill serves the finest beef this country has to offer. It was 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, the University of Nebraska, and the University of Florida. ([www.beefboard.org](http://www.beefboard.org)) Whiskey Creek® steaks can be purchased online at [www.cabelas.com](http://www.cabelas.com).

Whiskey Creek's® growth strategy includes smaller markets, not metropolitan areas. The Alexandria Whiskey Creek® will be located at 4820 Highway 29 South. The restaurant is owned by Kevin and Connie Lee Cunningham who have operated the former Country Kitchen site since 1977. The restaurant will undergo major renovations and will feature a unique and distinctive western décor. It will seat approximately 177 guests.

Prior to opening, Whiskey Creek® will hold a VIP celebration for local members of the Alexandria Chamber of Commerce. The Restaurant will also host a special event called a "branding party," where it invites local cattlemen to burn their brand into the restaurant's bar.

The Alexandria Whiskey Creek® will be managed by Gini Velde, who has 20 years of management experience working with Kevin Cunningham. Whiskey Creek® will be Kevin's fifth endeavor, after owning 3 Country Kitchen's and one independent restaurant.

For further information please contact KC Hospitality, Inc. or Whiskey Creek Franchise Systems, LLC.