

FOR IMMEDIATE RELEASE



Press Release

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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 8th Whiskey Creek® Wood Fire Grill franchise has been sold to Kvigne Enterprises, Inc and is set to open April 2008, in Mason City, Iowa.

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

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) Whiskey Creek® steaks can be purchased online at www.whiskeycreek.com.

Whiskey Creek's® growth strategy includes smaller markets, not metropolitan areas. The Mason City Whiskey Creek® will be located at 1519 4th Street South West, at the site of the current Country Kitchen Restaurant. The restaurant will be undergoing major renovations and will feature a unique and distinctive western décor.

The restaurant is owned by Jay Kvigne who has operated the Country Kitchen site since 1988. When asked why he chose to open a Whiskey Creek® franchise, Mr. Kvigne replied: "I am excited about a young, up-and-coming franchise that I feel is going to be a great addition to Mason City. I think it will bring a lot of business to Mason City from surrounding communities in Northern Iowa."

"We are very excited that Jay has joined our Whiskey Creek Family," says Jim Gardner, President and CEO of Whiskey Creek Franchise Systems. "Mason City is a great place and we look forward to doing business there."

Prior to opening, Whiskey Creek® will hold a VIP celebration for local members of the Mason City 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.

For further information please contact Kvigne Enterprises, Inc or Whiskey Creek Franchise Systems, LLC.