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FOR IMMEDIATE RELEASE

Steak Escape Opens a New Strip Center Location *Visalia, California welcomes the home of America's Favorite Cheesesteak®*



Steak Escape at Park Place Promenade
(Visalia, California)

Columbus, OH, March 17, 2008—The **Steak Escape®** system recently opened a new location in the Kohl's Shopping Center strip mall of Visalia, California. The location is owned and operated by franchisee, Amer Tadros.

With expansion into this market, the Steak Escape system is proud to carry on the tradition of made-to-order grilled sandwiches, fresh-cut fries and freshly made lemonade, prepared with a smile.

In the 25th year of operation, the **Steak Escape** system takes pride in a passionate commitment to customer service and emphasis on providing only the best quality products. Founded in 1982 by Ken Smith and Mark Turner, the first **Steak Escape** was located in the French Market Columbus, Ohio. Today, there are over 140 locations nationwide, as well as in Mexico, and soon to be in Bahrain. In addition to Steak Escape and now the **Steak Escape grille**, Smith and Turner own and operate **Hoggy's®** and **Johnny Buccelli's®** restaurants.

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