



NEWS RELEASE

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***FLEMING'S PRIME STEAKHOUSE & WINE BAR
NOW OPEN IN GREENSBORO***

**100 Wines by the Glass, A Focus on Prime Beef and Inviting Ambiance
Make Fleming's a Unique Greensboro Steakhouse Dining Destination**

Greensboro, North Carolina, September 2006 – Diners in Greensboro and its environs can now savor the delicious culinary fare of *Fleming's Prime Steakhouse & Wine Bar* in their own neighborhood. Located at 3342 West Friendly Avenue (at the new Shops at Friendly, adjacent to the Friendly Center), *Fleming's* is the ultimate steakhouse destination for lovers of fine wine, with a signature 100 wines by-the-glass program and a special wine flight tasting menu created by Marian Jansen op de Haar, *Fleming's* director of wine.

"We founded *Fleming's* on the premise that a steakhouse need not be expensive, nor stuffy," says Bill Allen, co-founder and partner. "We offer fine food and a broad selection of wine within a comfortable environment that is further complemented by attentive and knowledgeable service."

The *Fleming's* menu features USDA prime corn-fed beef, all aged to perfection, and hand-cut on-site daily into generously thick steaks. The restaurant also earns accolades for its meaty chops, fresh fish and poultry, and generous fresh salads and side orders.

(more)



Fleming's Prime Steakhouse & Wine Bar

Recognizing that women enjoy prime beef as much as men do, *Fleming's* has created a dining experience that seamlessly combines all the accoutrements of the traditional steakhouse, wood, leather and music in the background, softened just a bit – including beautiful china, hand-blown stemware and an attentive waitstaff. *Fleming's* is perfect for those seeking a night out with the girls, a family birthday, a business dinner to close the deal, or just an after work glass of wine.

In addition to its extensive wines-by-the-glass program, *Fleming's* stocks over 80 Reserve wines of limited availability sold exclusively by the bottle. "*Fleming's* is absolutely committed to having the most guest-friendly wine program in Greensboro," says Dan Constant, operating partner. "It's our major point of differentiation from any other steakhouse and, along with tremendous food, service and value, it's one of the keys to our success."

The 7,245 square foot restaurant has a seating capacity for approximately 242 guests, an outdoor patio, an open-air kitchen, and a private dining room that accommodates up to 80 guests or can be divided into two for smaller groups.

About Fleming's Prime Steakhouse & Wine Bar

Fleming's Prime Steakhouse & Wine Bar was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 43 locations nationwide, including the new Greensboro restaurant. The recipient of numerous prestigious dining awards, *Fleming's* earned 37 *Wine Spectator* magazine Awards of Excellence. For more information visit www.flemingssteakhouse.com.

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