

NEWS RELEASE**For immediate release**

October 22, 2008

Client: Palm Desert Restaurant Week
74-740 Highway 111
Palm Desert, CA 92260**Contacts:** Bob Marra, Media Relations (760) 861-4242
bob@coachella-valley.com
Tim Snyder, Founder, PD Restaurant Week
(760) 397-3331**Palm Desert Restaurant Week announces final plans for 7 days of great dining deals at top local restaurants***Official roster of participating restaurants announced*

Palm Desert, CA – The first annual Palm Desert Restaurant Week is set to begin on Monday, October 27 with 37 participating restaurants ready to serve specially designed and priced three course prix fixe menus to eager desert diners.

During the seven day period from October 27 through November 2 the event will showcase the culinary talent and wide range of exceptional dining establishments in Palm Desert while providing great value for diners. Building upon very successful restaurant week events in San Diego, Los Angeles, and recently Palm Springs, this week long event will encourage local residents who may not have experienced several of the restaurants in Palm Desert to enjoy a perfect opportunity to do so at a great price. The event also will give visitors and the region's food aficionados a chance to try something new and enjoy the diverse array of food and wine choices available in town.

All of the 37 participating restaurants have created special prix fixe, three-course menus for the week priced at either \$28 or \$38 per person, depending on the restaurant (tax, beverage and gratuity not included). Meals will include an appetizer or salad, an entrée and desert. Participating restaurants will offer both their restaurant week menu and their regular menu so diners can also order regular menu items at normal prices along with the promotion.

“We are all set to go with a spectacular lineup of restaurants that are eager to serve desert area residents and visitors seeking great dining experiences at very attractive prices,” says Tim Snyder, General Manager of Ruth's Chris Steakhouse in Palm Desert and founder of Palm Desert Restaurant Week. “We're keeping this very simple for patrons. All they need to do is choose the restaurants they want to try, make reservations noting their participation in the special event and go out and enjoy. Of

(More)

course, we encourage everyone to take advantage of this opportunity by trying several restaurants throughout the week.”

The restaurants participating include Ruth’s Chris Steakhouse; Cuistot; Tommy Bahama’s Tropical Cafe; Sullivan’s Steakhouse; L.G’s Prime Steakhouse; Rattlesnake; The Chop House; Castelli’s; Le St. Germain; Pacifica Seafood; J.W. Marriott’s Tuscany Ristorante, Mikado and Lakeview; Daily Grill; Le Donne Cucina; Las Pepes; Desert Willow; Le Basil Asian Cuisine; Vicky’s of Santa Fe; The Nest; Lantana Grill; Casey’s; Cork Tree California Cuisine; Fusion 111; Mama Livreri’s; Back Street Bistro; Restaurant Guillermo’s; Applebee’s Bar & Grill; Bellini Bar and Ristorante; Cafe de Beaux Arts; Wolfgang’s Bistro; IW Club; Chicago Freddie’s; Mamma Gina, and the three restaurants at Fantasy Springs Resort including The Bistro, POM and Player’s Steakhouse.

Top sponsors of this spectacular event include the City of Palm Desert and Firestarter Vodka.

No tickets or special passes will be required for people to participate in Palm Desert Restaurant Week; patrons simply need to make reservations with participating restaurants and state that they plan to dine based on the special. Reservations are strongly recommended to ensure seating during what will be a very busy time at the restaurants. There is no limit to the number of times patrons can utilize the special pricing during the designated week.

For more information, visit www.PalmDesertRestaurantWeek.net.