

OSI Restaurant Partners, Inc. Announces Appointment of Jody Bilney as Chief Marketing Officer of Outback Steakhouse

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Bill Allen, CEO of OSI Restaurant Partners, Inc.(NYSE:OSI) , has announced the appointment of Jody Bilney as chief marketing officer of Outback Steakhouse.

According to Allen, Bilney is a seasoned senior executive with over 20 years of marketing and general management experience.

"We are very excited to have Jody join the OSI team as our chief marketing officer of the Outback brand," said Allen. "Jody has an outstanding and successful track record, working in a variety of industries including consumer goods and communications. We expect that she will provide extraordinary marketing leadership as we continue to evolve our core brand."

Allen also announced that the company has extended its consulting contract for Outback Steakhouse with Scott Bedbury of Brandstream and Nancy Schneid, former Chief Branding Officer of OSI through June of 2007 to provide continuity during this time of transition.

"We asked Nancy to provide interim marketing leadership over the past few months on the Outback brand. Under her direction, we have been focusing on the development of the future brand positioning and new creative strategy," said Allen. "She has been working in tandem with Scott and the Brandstream team, a partnership that has been invaluable, as they have added tremendous insight and value to our efforts to increase brand relevance."

Most recently Bilney served as chief marketing officer at Openwave Systems, Inc. (NASDAQ:OPWV) , a leader and early innovator in mobile data and messaging, where she lead the company's branding and corporate marketing.

Prior to joining Openwave, Bilney served as executive vice president and CMO at Charles Schwab & Company and was responsible for brand strategy and marketing efforts across its product, retail, institutional and e-business divisions. She also held senior marketing and management positions at Verizon Communications, GTE and DowBrands (a subsidiary of Dow Chemical Company).

Bilney holds a B.S. degree in Economics from Clemson University. She has also earned NYSE Series 7 and NASD Series 24 certification as a securities representative. Bilney is a current board member and former chair of the National Board of Directors for Big Brothers Big Sisters of America.

In connection with hiring Ms. Bilney she will receive an inducement grant of 50,000 shares of OSI restricted common stock. Subject to Ms. Bilney's continued employment by OSI as chief marketing officer of the Outback Steakhouse brand these shares of restricted common stock will vest 50,000 shares on her 5th anniversary of employment. In the event the Company terminates Bilney's employment without cause subsequent to her 3rd anniversary of employment and prior to her 5th anniversary of employment, 25,000 shares of the inducement grant will vest upon such termination of employment. This grant of restricted stock was approved by the Compensation Committee of OSI's Board of Directors.

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