

## Integrated Ad Campaign a First for Bonefish Grill

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Viewers Travel the World and Taste the Pursuit of Fresh Fish

On February 18, 2008, Bonefish Grill will launch its first multi-media advertising campaign, "Taste the Pursuit," featuring two thirty-second television commercials and a series of print ads, plus direct-mail and a webisode.

One of the fastest growing brands in the casual dining category, Bonefish Grill will take viewers along on its adventures sourcing fresh and unique fish, recipes and flavors from around the globe. Directly sourced fish has been at the heart of the restaurant's concept since its founding in 2000.

Working with Cliff Freeman & Partners, Bonefish Grill has developed an integrated campaign that includes TV, print and internet "webisodes." Five flights, each featuring separate parts of the world, will debut during 2008. The first stop is The Caribbean. All five flights will be paired with new menu items, showcasing indigenous fish, recipes and flavors of the featured locale.

"The use of television is key to communicating the adventures we want to share," said Bonefish Grill Vice President of Marketing Richard Turer. "We've translated a very distinctive in-restaurant experience into an authentic advertising campaign that represents the essence of what makes Bonefish Grill so special."

"I saw this as an opportunity to tell incredible, real-life stories," said Cliff Freeman of Cliff Freeman & Partners in New York. "These spots are the advertising equivalent of reality TV. As we got into the creative, we found a story so rich, so full of soul that it couldn't be told in a single spot. The stories are part Mark Twain, part Ernest Hemingway, part Hunter Thompson."

The tone and feel of the spots and print ads reflect the authenticity and freshness of the brand they articulate. Shot around the world, the series will read like a globe-trotting travelogue.

In addition to the two 30-second spots, Cliff Freeman & Partners has added an internet component, a series of one- and two-minute "webisodes," edited from the outtakes of each spot. "There was so much to say, so much to show ... we needed a longer format to connect the viewers emotionally. The webisode was a perfect solution," said Freeman. The webisodes will launch in late February.

The Caribbean television campaign will continue through March and air on cable TV. The first set of TV spots can be viewed on <http://contact.bonefishgrill.com/medialaunch>, Password: tastethepursuit.

About Bonefish Grill: Simply put, Bonefish Grill has created the polished casual dining experience. With indulgent service and an atmosphere that combines casual attitude and value-conscious prices with a big city bar, guests find themselves amidst a hip, loungy environment.

As the "Fresh Fish Experts," Bonefish Grill specializes in market fresh fish cooked to perfection over a wood-burning grill. An unrivaled commitment to quality finds Bonefish Grill culinary leaders traveling the globe in search of traditional and unique varieties of fish such as Icelandic Arctic Char, Florida Grouper and Wild Alaskan Sockeye Salmon at the peak of their seasons.

A tantalizing array of sauces and original toppings are made daily using the freshest ingredients. These sauces and toppings range from delicate and light to rich and indulgent and provide a variety of choices. Enticing dishes such as Scampi-topped Filet Mignon, Pork Tenderloin Piccata and Diablo Shrimp Spinach Fettuccine are also among guests' favorites.

Lively community tables teem with shared plates of inspired appetizers, mood martinis, signature cocktails and an evolving wine list that regularly features 40 wines by the glass. Featuring sleek, hardwood floors, commissioned art, eclectic music and knowledgeable service, the dining room is an oasis within which to enjoy a sensational meal.

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