

Pacific Restaurant Holdings Hires New CFO

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Pacific Restaurant Holdings, Inc. (Pink Sheets:PSPR) (FWB:PPU), a restaurant holding company, announced today that Keith Hindenlang has joined the Company as its Chief Financial Officer.

John M. Creed, the Chairman and Chief Executive Officer, commented, 'The Company is fortunate to hire a person of Keith's ability and scope, particularly in light of the Stock Purchase Agreement executed last week to acquire a multi-unit upscale casual dining restaurant chain.' Creed continued, 'Keith brings a wealth of experience and knowledge as the CFO of a public company.'

Mr. Hindenlang received his Bachelor of Science degree in Accounting from San Diego State University in 1973 and has served in various accounting and administrative roles with companies including Chart House Restaurants, Daphne's Greek Café and Salt Creek Grill.

Pacific Restaurant Holdings, Inc. is a multi-concept restaurant management and holding company which acquires, develops and grows emerging restaurant brands in the casual dining and quick-casual dining segments of the U.S. restaurant industry. Pacific Restaurant Holdings, Inc. currently owns Playa Grill & Margarita Bar, a quick-casual restaurant brand that features high quality, high value, made-fresh Mexican grilled foods in a casual coastal atmosphere, Steve's Pizza, a quick-casual 'hometown' pizza restaurant brand offering a superior quality, affordably priced pizza for dine-in, take-out and delivery, and New York NY Fresh Deli, a quick-casual sandwich restaurant brand which features signature New York Style Hot Sub Sandwiches, Gourmet Deli Sandwiches and Fresh Cut Salads.

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