



Famous Dave's Names Periscope Agency of Record

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FAMOUS DAVE'S OF AMERICA, INC. (NASDAQ: DAVE) today announced that Periscope, Minneapolis' largest independent marketing agency, has been named Famous Dave's new agency of record.

'Periscope's reputation as a highly creative and client-oriented agency is very well earned, and it is exciting to join forces with them,' said Glenn Drasher, Famous Dave's Vice President of Marketing. 'Their expertise and success in addressing the needs of restaurant franchisees makes Periscope an excellent fit for Famous Dave's.'

Famous Dave's has a variety of marketing activities for Periscope to tackle. The agency will develop and produce brand and limited-time offer TV and radio advertising and develop merchandising pieces for in-store and external use. Periscope will also develop local store marketing advertising, provide copywriting assistance as needed, create monthly e-mail blasts for the company's e-club and handle product photo shoots.

'We're thrilled to begin working with Famous Dave's,' said Greg Kurowski, Periscope president and CEO. 'Famous Dave's has an excellent product that will allow us to stretch our scope and produce some pretty unique creative.'

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