

Shells Seafood Restaurants, Inc. Launches a New Menu!

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Introducing new menu items and bringing back old favorites, Shells is putting the fun back in dining at great prices!

Shells Seafood Restaurants, Inc. (BULLETIN BOARD: SHLL) today announced the company-wide roll out of its new menu. The menu emphasizes value and variety with significantly lower prices and over 20 new offerings.

Under the direction of new CEO Marc Bernstein, Shells positioning is to bring relief to guests feeling the economic crunch. "This is the largest menu overhaul in the history of Shells," commented Mr. Bernstein, "By reducing our prices and broadening our offerings, Shells is meeting these difficult economic times head-on." Mr. Bernstein added, "We are making a very compelling value offering to our guests."

The variety of offerings has been expanded in both seafood and non-seafood categories, including the availability of lighter options. Shells returns to value and fun, while staying true to its Florida roots.

What's new: Several items have rolled back prices!

- A feature menu containing seven bountiful combos for only \$15.99 to \$16.99.
- Shells Famous Shrimp Pasta, now \$9.99, was \$11.99.
- The Chicken Mezzo-Mezzo, now \$10.99, was \$12.49.
- The Sirloin and Shrimp Combo, now \$15.99, was \$19.99.

What's new: Tasty menu options!

- Fall-Off-The-Bone, Meaty St. Louis Style Ribs with a choice of three savory sauces (\$10.99)
- Ahi Tuna Sashimi (\$8.99)
- Shells Home Made Crab Cakes (\$8.99)
- Appetizers including Shrimp Lettuce Wraps (\$7.99), Lobster & Shrimp Egg Rolls (\$7.99), Chicken Wings (10 for \$6.99/20 for \$11.99) and Rockin' Shrimp (\$7.99)
- Sandwiches including Tuna Steak Sandwich (\$9.99), Crab Cake Sandwich (\$9.99) and Wrap variations at lunch
- Healthier options include four new Big Bowl Salads (\$9.99 to \$11.99) and a Veggie Burger (\$7.99)
- Dessert minis (one for \$1.99 or pick three for \$4.99)
- Island Bread

What's new: Back by popular demand, fan favorites have returned!

- Florida Fish Spread (\$5.99)
- Peel & Eat Shrimp (\$6.99)
- Shrimp Diablo (\$11.99)
- Seafood Siciliano with more seafood added (\$14.99)

What's new: Fun for all ages!

- Sundays are Family Day at Shells. Kids 12 and under eat free, with the purchase of an adult entree. Otherwise, kids meals are always only \$2.99.
- \$2.99 Happy Hour is now all day, every day and features a margarita on the rocks, glass of house wine, pilsner of draft beer, glass of sangria and well liquor cocktails. Plus, many more drink specials at great new prices.
- The Early Bird menu for only \$8.99 to \$9.99 includes soup or salad, beverage and entree (weekdays from 4 to 6 p.m.).

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