



For Immediate Release

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## ***Bonafish Grill* Selects Cliff Freeman and Partners as Agency of Record**

*Group of 137 Restaurants Gears Up for Continued Growth*

**Tampa, FL – September 2007** – Richard Turer, vice president of marketing for **Bonafish Grill**, announced today that Cliff Freeman and Partners of New York has been named agency of record following an extensive request for proposal (RFP) process.

Cliff Freeman and Partners will be responsible for all brand strategy and development, marketing communications planning, customer relationship marketing and web development. They will also be integrated into the brand's promotional and public relations initiatives.

"Cliff Freeman and Partners worked diligently during our review process to deliver sound strategic thinking and creative concepts that excited our review committee," said Turer. "I am confident that this new partnership will further invigorate an already exciting organization during this dynamic time."

"We think **Bonafish Grill** is a special brand. On behalf of me, our co-founder Tim Curci and our partners throughout the system, we look forward to working with Cliff and his team to support our growth strategy and deliver the results that our stakeholders expect and deserve," added John Cooper, president of **Bonafish Grill**.

Cliff Freeman, chairman and chief creative officer of Cliff Freeman and Partners, said, "We enjoyed getting to know the **Bonafish Grill** brand. We have a tremendous opportunity to give this growing and relevant restaurant concept a voice with the consumer, and given all of the great things we've learned, we know we'll have the chance to do some groundbreaking work."

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## ***Bonefish Grill***

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“We’re proud of this win,” added Jeff McClelland, chief executive officer of Cliff Freeman and Partners. “***Bonefish Grill*** is one of the crown jewels in the OSI Restaurant Partners, LLC portfolio. The management team that John Cooper and Tim Curci have assembled at ***Bonefish Grill*** has inspired us. We look forward to helping them grow this brand into the future.”

### **About *Bonefish Grill***

***Bonefish Grill*** has defined a place with polished casual dining and big city ambiance that is unsurpassed. As the "Fresh Fish Experts," ***Bonefish Grill*** specializes in market fresh fish prepared to order over an oak-burning grill, which gives the fish a tasty, even cook. A tantalizing array of sauces and original toppings ranging from delicate and light to rich and indulgent are also available to provide a variety of choice. Enticing dishes such as Shrimp-topped Filet Mignon, Pork Tenderloin and Diablo Shrimp Spinach Fettuccine round out the menu.

An unrivaled commitment to quality finds ***Bonefish Grill*** culinary leaders traveling the globe in search of unique species to offer guests during their peak season. With polished service and an atmosphere that combines casual attitude and value-conscious prices with a big city bar, guests find themselves ensconced in a hip, loungy environment. Lively community tables overflow with inspired appetizers, mood martinis, signature cocktails and an evolving wine list that features 40 wines by the glass. Featuring sleek, hardwood floors, commissioned art, eclectic music and sophisticated service, the dining room is an oasis within which to enjoy a sensational meal. For more information and sample menus, visit [www.bonefishgrill.com](http://www.bonefishgrill.com).

### **About Cliff Freeman and Partners**

Founded in 1987 and part of the MDC network, Cliff Freeman and Partners is a full-service advertising agency headquartered in New York City. CF&P works with multiple national brands including CBS, Quiznos, Snapple, Baskin Robbins and now ***Bonefish Grill***. The agency’s philosophy of combining “humanity, edge and production position (HEP)” in every communications platform has led to some of the most effective, award-winning and memorable campaigns of all time, including Staples, Little Caesar’s and FoxSports. “The goal for every client,” said CEO Jeff McClelland, “is seamless 360 degree messaging that leads to results.” And, when asked by Creativity Magazine by he got into the business in the first place, ongoing chairman and chief creative office Cliff Freeman answered simply, “The belief that great work can change the world.”

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