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**FOR IMMEDIATE RELEASE**

## ***BONEFISH GRILL***

**We get fish. You get fresh.**

### **OPENING AT LEHIGH VALLEY MALL LIFESTYLE CENTER JAN. 28**

**Whitehall, PA** – January 28, 2008 – ***Bonefish Grill*** will bring its big fish flavor to the Lehigh Valley when it opens its doors for business Jan. 28, 2008, at 901 Lehigh Lifestyle Center in Whitehall, Pa. (located among Lehigh Valley Mall's new outdoor shops). The polished-casual seafood restaurant appeals to those who crave high quality cuisine at a good value in a comfortable, lively atmosphere.

Founded in St. Petersburg, Fla. (January 2000), by veteran restaurateurs Tim Curci and Chris Parker, the ***Bonefish Grill*** dining experience originated upon the premise of simplicity and consistency and a commitment to excellence at every level within the restaurant – food, service, décor and value.

***Bonefish Grill*** specializes in market-fresh fish prepared to order over an oak-burning grill, which gives the fish a savory, even cook. A tantalizing array of signature sauces, ranging from fresh and light to rich and flavorful, are offered to enhance the flavor of the fish.

Recognized as the "Fresh Fish Experts," the restaurant offers a variety of eight species from which to choose on any given day. The fish is flown in fresh, inspected for quality and hand-cut daily.

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“The key component to our culture is in how the fish is handled,” says Curci. “Our passion for its provenance and preparation is behind our commitment to provide our guests with seafood that is as fresh as fresh can be. We like to say that we take the mystery out of fish – we tell our guests where it came from, how best to eat it and how to have fun with sauces.”

***Bonefish Grill*** is known for its menu offerings creatively prepared using flavorful, modern culinary ingredients, such as hearts of palm, pine nuts, artichokes, goat cheese and sundried tomatoes. There’s something for everyone on the menu, which features a selection of fine hand-cut steaks and pork tenderloin, as well as pasta and chicken dishes, in addition to the fresh fish. All entrées are accompanied by hot crusty bread and a choice of rice, seasonal vegetables, pasta or a potato selection. Lauded for its generous portions, the restaurant also features an assortment of daily specials and tasty appetizers, including Mussels Josephine, Cajun Chicken Egg Roll and the “house specialty,” Bang Bang Shrimp.

The 5,000-square-foot restaurant features a spacious dining room with an open kitchen and a large, energetic bar area that includes three large community tables. The interior’s sleek design features beautiful golden hardwood along with hand-blown glass amber lamps. An attractive array of three-dimensional art, ranging from large-scale metal sculptures of mangroves and fishing scenes to three large mystical fish rubbings, enhance the ambience felt throughout the restaurant.

As guests settle into their comfortable surroundings, they are treated to a level of hospitality that incorporates friendliness and attentiveness as directed by proprietor Martin Kempfe. Dressed in chef whites, the servers’ attention to detail is a direct result of a customized training program that is totally oriented to customer satisfaction.

“We are very excited about opening ***Bonefish Grill*** here in the Lehigh Valley,” says Kempfe. “We are committed to providing our guests an enjoyable dining experience that excels in offering consistently good food within a comfortable and stylish setting, and impeccable service – all at an affordable price.”

Dinner is served seven days per week, from 4 to 10:30 p.m. Mondays through Thursdays; from 4 to 11:30 p.m. Fridays; from 3 to 11:30 p.m. Saturdays; and from 2 to 10 p.m. Sundays. While reservations are not required, they are available on a limited basis by calling (610) 264-3476. An ample number of seats are available nightly for walk-ups.

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