



## **LEVY RESTAURANTS SIGNS DEVELOPMENT DEAL WITH SCHUSSLER CREATIVE, INC.**

### **Restaurant Innovators Levy Restaurants to Operate and Develop 10 New Food and Beverage Concepts for Schussler Creative Entertainment Venues**

**CHICAGO (September 27, 2007)** – Chicago-based Levy Restaurants and Schussler Creative, Inc., the Twin Cities-based founder and creator of Rainforest Cafe, T-Rex™ Cafe and other entertainment attractions, along with retail destination developer RED Development, announced today that award-winning Levy Restaurants will develop and operate food and menus for 10 Schussler Creative attractions, restaurants, and retail stores, with multiple locations of each concept anticipated. Earlier this year, Schussler Creative and RED Development announced a national partnership leveraging the expertise of both groups. Levy Restaurants will play a key role in the partnership by providing the creative culinary element.

Schussler Creative will immediately begin collaboration with Levy Restaurants on all of the culinary and day-to-day operational aspects in the development of these exciting new concepts:

- **Hot Dog Hall of Fame™** - **"Frankly The Best Hot Dogs, Sausages, Dumplings and French Fries in the World!™"**: *Home of Paint Your Own Weiner™*, a trademarked interactive activity for children, and the *"The Art of Mustard™"*, an artistic way for guests to taste wide and varied selection of different mustards. Using paint brushes as props, mustards are offered as paints on an artist's pallet and painted on to the dogs themselves. The Hotdog Hall of Fame also features the largest selection of garnishes imaginable including mayonnaise, ketchups, pickles, relishes, horseradishes, olives, sauerkrauts, onions and peppers from all over the world!
- **America's RoadHouse™** - **"Barbecues, Blues & the Open Road™"**: Homemade comfort foods are plentiful including sumptuous smoke'n barbecue bones, specialty French fries, gourmet hot dogs, meatloaf, roasted chicken, beef brisket, pot pies, husked corn on the cob and more. Enjoy the sounds of live Blues music; a nostalgic collection of motorcycles, present day choppers, convertibles, antique jukeboxes, and vintage memorabilia are all part of the vignettes showcased.
- **Aerobleu™** - **"The Spirit of Cool™"**: When Max Morgan won an old DC-3 in an all night poker game in Paris at Aerobleu, he, Miles Davis and Max Roach embarked on a journey, giving flight to legendary saxophone jam sessions, leaving behind some of the best jazz ever played and a state of mind that has come to be known as "Aerobleu". Aerobleu encourages guests to leave their inhibitions at the door and take pleasure in sultry, seductive live jazz, legendary libations, and unforgettable food from Havana, Cuba, New Orleans, New York, London and Paris.
- **Sorcerer's Kitchen™** - **"School of Wizardry, Magic and Food™"**: Guests are surrounded with wizardry, magic, and renaissance while dining in an enchanted family style environment. Delicious rotisserie chickens, smoked meats, oven-roasted corn on the cob, stone oven pizzas, and steaks are all part of the hearty fare.
- **Winter Wonderland™** - **"The Magic of Winter™"**: Year round, the magic of winter is showcased in a Winter Wonderland. Featuring the ultimate cold-weather comfort foods including baked macaroni & cheese, Mom's meatloaf, chicken pot pie, pot roast with garlic mashed potatoes and other savory delights, guests enjoy this nostalgic fare as they are surrounded by the sounds of crackling logs nestled in the fireplace with the enticing aroma of chestnuts roasting over an open fire, for an unforgettable magical Winter Wonderland experience.

- **Musical Gardens™ - “A Living Work of Art, Food and Music™”**: Fine white tablecloth dining, offering exotic salads, fresh fish, and meats, served in an open garden atmosphere. Families will be surrounded by luscious gardens, waterfalls, streams, bridges, stone benches and bronze statues of children in motion. Live music will be performed by children playing the violin, flute, cello, piano, and other instruments.
- **Dynasty™ - “Asian Antiquities and Culinary Art™”**: The opulence of the China’s Imperial Palace is showcased with Chinese artifacts worth millions of dollars from the Qing Dynasty. The kitchen will showcase gourmet Chinese-fusion cuisine along with the best dishes from Korea, Thailand, and Japan.

Three (3) other attractions, restaurants, and retail stores are currently under development at Schussler Creative’s laboratory in Golden Valley, MN.

The landmark agreement is significant for Schussler Creative, Inc., as Levy’s track record of bringing food to life through innovative concepts will be a key to success for all 10 attractions, restaurants and retail stores.

“We couldn’t be more excited to partner with Steve Schussler and his amazing team. Steve is an icon in the industry and we are thrilled to match up our passion and innovation with his,” explains Andy Lansing, President and Chief Executive Officer of Levy Restaurants.

“This is a very exciting time for our organization. In May 2007, we entered into a partnership with RED Development to create new attractions, restaurant, and retail stores, approaching the endeavor with passion, imagination and creativity. Adding Levy’s innovation to this formula is the icing on the cake for us! There is no telling how far we can go!” states Steven Schussler, Chief Executive Officer of Schussler Creative.

“We are thrilled with the addition of Levy Restaurants to this team,” says Dan Lowe, Managing Partner of RED Development, LLC, “Levy is the perfect culinary architect to realize Schussler’s dreams.”

### **About Levy Restaurants**

*Chicago-based Levy Restaurants, a member of the Compass Group, is recognized as one of the most critically acclaimed restaurant companies and is the leader in premium sports and entertainment dining concessions where it has doubled its market share in the general concessions segment since 2003. Levy’s portfolio includes award-winning restaurants such as Spiaggia, Bistro 110 and Fulton’s on the River in Chicago, Fulton’s Crab House, Portobello Yacht Club and Wolfgang Puck’s at Walt Disney World Resort, and renowned sports venues and events such as Wrigley Field in Chicago, Lambeau Field in Green Bay, STAPLES Center in Los Angeles, and American Airlines Arena in Miami. For further details on Levy Restaurants, visit [www.levyrestaurants.com](http://www.levyrestaurants.com).*

### **About Schussler Creative, Inc.**

*The Schussler Creative Team embraces imagination to design theatrical attractions, restaurant, and retail stores worldwide. Schussler Creative Chairman, Steven Schussler is also the founder and creator of the popular Rainforest Cafe restaurant concept, which opened 45 stores on four continents in seven short years and went public with only one store open. Schussler and the Rainforest Cafe Board of Directors sold Rainforest Cafe to Landry’s Restaurants in 2000. For more information on Minneapolis, Minn.-based Schussler Creative, visit [www.schusslercreative.com](http://www.schusslercreative.com).*

### **About RED Development, LLC**

RED Development, LLC, formed in 1995, has co-headquarters in Kansas City and Phoenix. RED develops, leases, manages and owns shopping centers throughout the nation. RED has more than 30 centers open, in development or under constructions, totaling more than 16 million square feet. The company primarily focuses on open-air, lifestyle centers and destination retail and entertainment developments. To learn more about how RED is “REDefining” retail and entertainment development, visit [www.reddevelopment.com](http://www.reddevelopment.com).

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