

PRESS RELEASE



Jamie's Italian to Open First Australian Restaurant in Sydney

Jamie Oliver Brings Authentic Italian Food to Australia

Sydney, 18 January, 2011 – With 16 restaurants across the UK & Dubai opening Jan 2011, the Jamie's Italian restaurant collection is one of the catering success stories of recent years. Now, Jamie's Italian will open its first Australian site in Sydney.

Adam Heathcote, Director and Keyperson of Developer, Italian Brands Pty Ltd (a subsidiary of Pacific Restaurant Group Limited), said: "We are proudly bringing Jamie's Italian to Australia to provide high quality Italian dishes at an affordable price created by Jamie". Fellow Director of Italian Brands Pty Ltd & PRG, Wes Lambert noted: "We look forward to working with Jamie and the entire Jamie's Italian International team as Jamie's Italian expands across Australia!"

Simon Blagden, Managing Director, Jamie's Italian International added: "Australia is a country that Jamie's been visiting for 10 years and he's always been welcomed warmly. So it's exciting that Jamie's Italian is ready to launch in Sydney, which is one of the great cities of the world. Australians love going out and eating delicious food as much as anyone, so I'm sure Jamie's Italian will appeal. It's basically fantastic food and service at really good value."

The new Jamie's Italian restaurant is scheduled to open in July 2011 at 107 Pitt Street in Sydney CBD. The Martin Brudnizki designed space will include a spacious dining area for 200+ customers on two levels with a eclectic mix of booths and colourful chairs to compliment Jaime's modern twist on classic Italian elements. A unique pasta machine located in the front window will produce fresh pasta daily while on the mezzanine dining area will host a lively antipasti and dessert counter.

The Jamie's Italian menu will have a variety of pastas, authentic Italian mains and delicious antipasti made with well-sourced, quality fresh and organic ingredients. Every dish has something to make it different, offering gourmets and fans an unrivalled experience coupled with a rustic, authentic Italian ambience.

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Notes to Editors:

About Pacific Restaurant Group Limited

Pacific Restaurant Group (PRG) is Australia's only publicly owned, full service restaurant group. The key businesses in the PRG portfolio comprise of the famous Kingsleys Steak & Crabhouse restaurants in Sydney, Brisbane, Canberra and Chophouse on Bligh St, Sydney.

Founded in 1994, the main objective was to create restaurants that provide customers with the opportunity to experience quality beef, fine wines and a high level of service in a relaxed yet professional atmosphere. The Kingsleys Steak & Crabhouse brand now spans across 3 states, the group's first Chophouse restaurant, offering premium casual dining with a meat,



seafood and salad menu, opened on Bligh St Sydney in 2008. Chophouse is an award winning, contemporary adaptation of a New York style steakhouse, showcasing Australia's leading produce and innovations in dining.

PRG restaurants attract a wide variety of clientele ranging from corporate diners to families and tourists each coming in for a different experience – whether a quick lunch on the run, a long lazy lunch in the sun, a group booking, large function, family lunch or a special occasion. The common theme is that our diners come back to our restaurants for an EXPERIENCE. It is this experience that remains true with each Kingsleys Steak & Crabhouse and Chophouse around the country – there is a consistency in the superior standards of service and food that our diners can enjoy in a unique and outstanding location with a relaxed and friendly atmosphere — every time.

About Jamie's Italian

Since opening its first restaurant in Oxford in May 2008, Jamie's Italian has become one of the biggest success stories in high street eating. The quality of the food and service, coupled with the affordability of the food, has meant that customers return time and time again. As perfect for business lunches as it is for couples, young and old, as well as families (the viewfinder menus for young children are a big hit!), Jamie's Italian currently has restaurants in Oxford, Bath, Kingston, Brighton, Canary Wharf (London), Guildford, Cardiff, Reading, Leeds, Cambridge, Liverpool, Covent Garden (London), Glasgow, Westfield (London) and Birmingham, and soon in Dubai.

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