

Small Town/Big Town Marketing Propels Bar-B-Cutie

Nashville, TN - March 17, 2008 - In a world of diminishing personal interactions, people are thrilled to be personally invited to our restaurant. The complimentary “Cutie Buck” offers are icing on the cake!” says Christie McFarland, Bar-B-Cutie Director of Marketing.

Tighter budgets are pushing consumers to be more proactive in their spending. A growing number of consumers rely on Internet coupons as a means of stretching their dollars. “Although discounting food cuts into profits, rewarding customer loyalty definitely pays off,” remarked Ronnie McFarland, company CEO.

As a way of rewarding loyal businesses and in-store customers as well as responding to consumer demand for Internet coupons, Bar-B-Cutie has rolled out “Cutie Savers” and monthly catering specials. “Cutie Savers” are valuable, weekly offers that are emailed to customers who have filled out cards requesting the coupons be sent to them. Monthly catering specials are similar to the “Cutie Savers” idea, but are sent monthly and are only sent to existing catering customers who have requested the special be emailed to them. Both Internet offers are extremely easy to track and click-on and redemption rates are exceptional!

A combination of emerging technology and a struggling economy have made email marketing more favorable than ever before. With almost a 30% redemption rate, our customers are proving what they want. Our online menus, online coupons, and fun, interactive website are also factors contributing to the success we’ve experienced through Internet marketing. Bar-B-Cutie is constantly re-tooling their corporate website to keep up with what our customers want!

“Tips to Spice Up Your Special Cutie in 2008”, a Valentine book of complementary offer and special tips (like what not to do while you are in public..among other places) made especially for guys (because guys like to eat ribs more than they like to eat chocolates), a new “Little Cutie” kids program featuring specialized characters like “Ricky Ribs” and “Bobby Q”, the new “Cutie Cares about Education” program that allows Bar-B-Cutie to partner with local schools and provide educational materials and free kid’s meal offers to families with kids are the most recent marketing maneuvers unveiled by Bar-B-Cutie .

Another recent marketing brilliance has been the creation of the “Cutie Buck”. This red and white dollar bill looking paper with “Under Cutie We Trust” verbage centered and stamped on the front, gives Bar-B-Cutie representatives a way to submerge their community in personal invitations to dine at Bar-B-Cutie . The “Cutie Buck” can be redeemed for a complimentary Bar-b-que sandwich, a Christie Cookie or a banana pudding. Each “Buck” contains its own offer. The idea for the “Cutie Buck” came from a small town entrepreneur whose businesses thrive on community perception and awareness. “Here, in Jellico, TN when people know you and like, they will frequent your business. When I give people personal invitations to visit my businesses, it directly increases my sales. I give almost every person who I come in contact with a token for

my car wash and tell them I would love to have their business. People always thank me and truly appreciate the personal attention I give them,” states Jerry Sharp. “Each of our managers hand out at least 15 ‘Cutie Bucks’ a week. In a world of diminishing personal interactions, people are thrilled to be personally invited to our restaurant. The complimentary “Cutie Buck” offers are icing on the cake!” says Christie McFarland, Bar-B-Cutie Director of Marketing.

About Bar-B-Cutie

Bar-B-Cutie® is a 57 year old quick casual barbecue concept that is famous for hickory pit BBQ, baby back ribs, chicken, turkey, ham, roast beef, 18 sides and a host of Southern lunch and dinner menu items. Bar-B-Cutie® is growing their Brand thru national franchising. The quick casual model offers: dine-in, take out, drive thru and catering. The company has new stores opening in Georgia, North Carolina, Texas, Tennessee, Indiana, Michigan, Kentucky, Ohio, Michigan and Delaware. The company is currently one of America’s fastest growing BBQ concepts and has set its goal of becoming the largest quick casual BBQ chain in the world while serving the best food and providing the best service. For more information visit:

www.bar-b-cutie.com or call 877-476-9222