

Bar-B-Cutie Rolls Out Summer-Long Promotional Campaign

The World's Best Barbecue Since 1950® unveils 3-month "Cutie Summer Pass" promotion that features discount card, new menu selections, contests and interactive photography

Brentwood, TN, June 10, 2008 – Quick-casual Bar-B-Q chain, Bar-B-Cutie has been in the kitchen cooking up a 3-month promotional campaign called "*Cutie Summer Pass*" to make Summer 2008 sizzle. The campaign, launched June 2 was designed to emphasize the great food, great value and fun that the brand has become know for.

Each month promises new and exciting promotions with June focused on the following:

Cutie Summer Pass: A discount card that delivers a 10% discount on each and every purchase thru September 1st that is available for purchase in stores for \$5.

New June Menu Item: Summer Sweet Honey Bar-B-Q Baby Back Ribs. The new sauce is a personal favorite of Bar-B-Cutie President and CEO, Ronnie McFarland.

Have Your Picture Taken with The Cutie: Customers are invited to have their picture made by themselves, with friends and with family in the store. Bar-B-Cutie inserts the iconic Cutie girl in the photo with their name and headline of their choice and sends it to the customer within 1-2 weeks.

Brett McFarland, Chief Operations Officer of Bar-B-Cutie commented "we've been working on a fresh new Summer campaign for a while and knew that the Bar-B-Cutie brand was about value, great food and fun. These 3 items in June deliver on all of those key points."

The "*Cutie Summer Pass*" and "*Have Your Picture Taken with The Cutie*" will stay constant throughout the campaign while new menu items will be added each month along with new promotions and give-away contests.

About Bar-B-Cutie: Serving "*The World's Best Barbecue Since 1950®*," Bar-B-Cutie is a quick casual restaurant with a menu that includes everything from baby-back ribs, mesquite grilled chicken, over a dozen Southern sides items, home-made desserts and more. Visit www.Bar-B-Cutie.com for more information.

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