

FOR IMMEDIATE RELEASE:

Contacts:

Bar-B-Cutie: Christie McFarland, Director of Marketing
Phone: 615-372-0707
Email: Christie@Bar-B-Cutie.com

**Bar-B-Cutie Announces
Free Bar-B-Q for One Year Promotion**

The World's Best Barbecue Since 1950® continues to innovate each month as part of its "Cutie Summer Pass" campaign with July introducing a new contest and menu item

Brentwood, TN, July 8, 2008 – It's hard to beat Bar-B-Cutie's famous Bar-B-Q and even harder to beat receiving it absolutely free for one year. As part of its 3-month long "Cutie Summer Pass" promotion, each participating Bar-B-Cutie location has entry forms in the store where customers can sign up for this first-time-ever contest. 5 lucky winners per participating location will be chosen and notified sometime in August 2008. Official rules are posted on the company's website, www.Bar-B-Cutie.com

In addition to the Free Bar-B-Q for one year contest, the quick casual chain has introduced a new menu item for July; The Memphis Style Bar-B-Q Sandwich "*A Classic Remastered.*" The sandwich pays homage to the Beale Street favorite and includes hand-pulled, hickory smoked Bar-B-Q pork topped with a heaping scoop of cole slaw and smothered in a sweet, tangy Bar-B-Q sauce with pickles and served on a toasted bun.

Ronnie McFarland, President and CEO commented "The Cutie Summer Pass kickoff in June was met with great excitement and our July promotions will continue to deliver. The Free Bar-B-Q for a year is a way of rewarding our loyal customers and driving excitement while our new menu item, The Memphis Style Bar-B-Q sandwich keeps the menu fresh and the taste buds happy! In fact, our customers loved our limited-time only July menu item, Honey Bar-B-Q Baby Back Ribs, so much that we're keeping it on the menu in July, too. Our goal with everything we do at Bar-B-Cutie involves delivering great value, great food and great fun."

The "Cutie Summer Pass" discount card and "*Have Your Picture Taken with The Cutie*" will stay constant throughout the campaign which runs June, July and August of 2008.

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.

###