



March 1, 2012

3-pages with photos

FOR IMMEDIATE RELEASE

THE CHOP HOUSE® GEARS UP TO CELEBRATE 20 YEARS OF SERVICE IN EAST TENNESSEE

- Anniversary menu available with 1992 pricing for a limited time only

- Original opening team members are being invited to a 20th anniversary reception

Knoxville, TN - Chop House restaurants across Knoxville are celebrating the company's 20th anniversary March 7-13, 2012. For 1 week only, any guest can order from a special menu featuring some of the restaurant's most popular items priced how they were in 1992. Most entrées are under \$10.

In addition to the anniversary menu, current Chop House employees are taking advantage of social media to track down original team members depicted in their grand opening photo. Nearly all of the servers, kitchen staff and managers were found by posting the opening-day photo to the restaurant's Facebook page. Anyone in the photo is being invited to an anniversary reception in their honor on March 9, 2012 from 8-11 p.m.

Connor Concepts, Inc., one of East Tennessee's largest restaurant groups, owns and operates 12 Chop House locations across the Southeast in addition to 3 Connors Steak & Seafood locations in TN, FL and AL.

PHOTO OPPORTUNITIES

- 20 year reunion on Friday, March 9, 2012 at 9 p.m. at The Chop House Franklin Square (9700 Kingston Pike)

FOR MORE INFORMATION, PLEASE CONTACT:

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RECOGNIZE ANYONE?

We are trying to touch base with all our Franklin Square opening crew team members from 1992. Think you recognize someone in this photo? Tag them on our Facebook page so we can invite them to a 20th Anniversary Celebration at The Chop House. No Facebook? Just ask for a manager for assistance.



1992-2012

20th Anniversary Menu



- Grilled Chicken Salad -

mixed greens, tomatoes, cucumbers, homemade onion ring

\$6.25

- Prime Rib -

served au jus with soup or salad and choice of side

8 oz \$10.95 12 oz \$12.95 16 oz \$14.95

- Chop House Pork Chop -

with "big orange" potato

\$9.95

- Baked Boston Schrod -

with dill caper sauce and choice of side

\$9.95

- Tennessee Country Chicken -

over rice pilaf with choice of side

\$7.95

- Steakburger with Fries -

choice of cheddar, Swiss or jack cheese

\$5.95

- Caramel Fudge Cake -

with ice cream and hot caramel sauce

\$3.95

LEAVE ROOM
FOR DESSERT

Special pricing in celebration of our 20th year in business.

• Pay what you would have paid in 1992 •