



MEDIA ALERT

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FOR IMMEDIATE RELEASE

New Tucson Restaurant's Parent Serving up Six Recipes for the Perfect Vacation

Like the Brio Tuscan Grille on Facebook and Enter the 'Choose Your Own Adventure Sweepstakes'

TUCSON, AZ (July 11, 2011) -- Beach bums, ski bunnies, city slickers and adventurers-delight! There is a trip for everyone. Sometimes you just need an escape. *Brio Tuscan Grille's Great Escape Sweepstakes* offers fans of BRIO a chance to win a trip to Walt Disney World, South Beach, Las Vegas, a golf trip to Phoenix or a ski trip to Zephyr Mountain Lodge in Colorado.

One first place trip will be awarded for each concept, as well as five second place winners who will receive a \$100 gift card and 10 third place winners will be awarded a \$50 gift card. Winners will be drawn at random and contacted in mid-August.

To enter, visit **Facebook.com/Brioitalian** between through Sunday, July 31, and click on the "win a vacation" tab in the left column. The Brio Tuscan Grille opened its newest location at the Tucson Mall last month. For more information on the Brio Tuscan Grille, visit Brioitalian.com.

The BRIO Tuscan Grille (BRIO) is a concept of the BRAVO|BRIO Restaurant Group which is hosting the trip giveaway sweepstakes on their Facebook Fan Page through Sunday, July 31, 2011. Guests are encouraged to become a fan of BRIO on Facebook and enter for a chance to win vacations of a lifetime!

**Certain Restrictions apply. Please see Facebook page for official rules.*

About BRAVO | BRIO Restaurant Group Inc.

BBRG is the owner and operator of two leading upscale affordable growth concepts, BRAVO! Cucinaltaliana (“BRAVO!”) and BRIO Tuscan Grille (“BRIO”). We have positioned our brands as multifaceted culinary destinations that deliver the ambiance, design elements and food quality reminiscent of fine dining restaurants at a value typically offered by casual dining establishments, a combination known as the upscale affordable dining segment. We also own and operate Bon Vie Bistro in Columbus, Ohio, which combines classic comfort cooking with traditional bistro fare. For more information about BRAVO | BRIO Restaurant Group, visit www.bbrg.com. Follow us on Twitter (@brioitalian, @bravo_italian) and on Facebook at facebook.com/brioitalian and Facebook.com/bravoitalian.