

NEWS RELEASE

CONTACTS:

Wayne Lipschitz
Chief Financial Officer
Grill Concepts, Inc.
(818) 251-7070

Angie Yang/Roger Pondel
PondelWilkinson Inc.
(310) 279-5980
investor@pondel.com

GRILL CONCEPTS TO DEBUT IN FLORIDA WITH THE *GRILL ON THE ALLEY* RESTAURANT IN AVENTURA MALL, FALL 2008

LOS ANGELES – April 2, 2008 – Grill Concepts, Inc. (Nasdaq:GRIL) today announced plans for the company's seventh flagship *Grill on the Alley* restaurant in the internationally renowned Aventura Mall located in northeastern Miami-Dade County, Florida.

Slated to open in the second half of 2008, the Aventura *The Grill on the Alley* will be ideally located at one of the main entrances to the mall and serve up to 250 diners with a classic American menu of prime steaks, chops, fresh seafood, pasta and freshly prepared salads using home-cooking techniques and with fresh ingredients purchased daily, all with uncompromising service. The 7,000-plus square-foot restaurant will feature both indoor and patio seating, and construction for the new restaurant is budgeted at \$3.5 million.

"We look forward to debuting our flagship *The Grill on the Alley* restaurant in the Florida market, and we could not be more delighted with the site selection," said Philip Gay, chief executive officer. "The Aventura mall is ranked as the number one shopping destination among international visitors and is noted to be one of the top five highest grossing malls in the country in sales per square foot. Voted the Best Local Shopping Destination by the Miami Herald's 'Hot List,' Aventura Mall is esteemed as one of the most popular malls in the region for its unrivaled balance between fine shopping and fine art, and we believe a perfect location for our celebrated fine-dining restaurant concept."

The original *The Grill on the Alley* was opened in Beverly Hills in 1984 and has evolved into one of the Los Angeles area's best-known must-do places to dine. Set in the traditional style of the old-time grills in New York and San Francisco, the décor draws upon the traditional American grills of the 1930s and 1940s.

About Grill Concepts, Inc.

Grill Concepts owns, manages and licenses upscale casual and fine dining, full service restaurants under two core brand names: *The Grill on the Alley* and *Daily Grill*; as well as a newly launched quick

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casual concept named *In Short Order – Daily Grill*. The company operates 29 restaurants including five *The Grill on the Alley*-branded restaurants in Beverly Hills, Hollywood and San Jose, California; Chicago, Illinois; and Dallas, Texas; 23 *Daily Grill* restaurants in California; the Washington, D.C. metropolitan region; Houston and Austin, Texas; Portland, Oregon; Memphis, Tennessee and Seattle, Washington; as well as one *In Short Order – Daily Grill* in Seattle, Washington.

This news release contains forward-looking statements, which are based on current operations, plans and expectations. Such statements include, but are not limited to, the company's ability to continue expanding its restaurant network, projected opening dates of restaurants and projected opening dates of restaurants currently under letters of intent and the expected construction cost of planned openings. Actual results may differ materially from these statements due to risks and uncertainties beyond the company's control, which are detailed from time to time in its filings with the United States Securities and Exchange Commission.

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