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NEWS
RELEASE

**GRILL CONCEPTS TO PRESENT
AT ROTH 2007 NEW YORK CONFERENCE**

Los Angeles, California – August 28, 2006 – Grill Concepts, Inc. (NASDAQ:GRIL) today announced that Chief Executive Officer Philip Gay and Chief Financial Officer Wayne Lipschitz will present a company overview at the Roth 2007 New York Conference on Thursday, Sep. 6, 2007 at 1:30 p.m. EDT, at The Westin Hotel, New York.

The presentation will be available to all interested parties through a live webcast at the company's Web site, www.dailygrill.com, under Grill Concepts / Corporate Information, or at <http://www.wsw.com/webcast/roth13/gril/>. Listeners are encouraged to visit the Web site at least 15 minutes prior to the start of the scheduled presentation to register, download and install any necessary audio software. For those unable to listen to the live webcast, the presentation will be archived on the same Web sites for 30 days.

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*. The company operates 27 restaurants including five *The Grill on the Alley*-branded restaurants in Beverly Hills, Hollywood, San Jose, California; Chicago, Illinois; and Dallas, Texas as well as 22 *Daily Grill* restaurants in Southern and Northern California; the Washington, D.C. metropolitan region; Houston and Austin, Texas; Portland, Oregon; Memphis, Tennessee; and Seattle, Washington.

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