

# GRILL CONCEPTS, INC.

## NEWS RELEASE

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### **GRILL CONCEPTS OPENS *THE GRILL ON THE ALLEY* RESTAURANT AT THE PROMENADE AT WESTLAKE**

**WOODLAND HILLS, Calif. – September 24, 2008** – Grill Concepts, Inc. (NASDAQ:GRIL) today announced the grand opening of its sixth flagship *The Grill on the Alley*-branded restaurant in The Promenade at Westlake, in Thousand Oaks, Calif.

Prominently located on the corner of Westlake and Thousand Oaks Boulevards, the *The Grill on the Alley* accommodates up to 200 guests for lunch and dinner. In addition to a 6,900 square-foot, distinguished dining area, the Westlake Village *Grill on the Alley* boasts an expansive, 1,000 square-foot outdoor patio that features a granite monolith waterfall with spectacular fire effects.

*The Grill on the Alley* is famous for its classic menu of prime steaks, chops, fresh seafood, pasta and freshly prepared salads using home-cooking techniques. It also features hand-crafted cocktails at a full-service bar and an extensive wine list, including exclusive selections from California's boutique wineries.

"We are extremely excited about our newest *The Grill on the Alley* opening at The Promenade at Westlake, a prime retail setting that allows us to extend our highly renowned, fine-dining concept," said Philip Gay, president and chief executive officer. "Given the demographics of the area and the high-end merchants located at The Promenade, we believe this location will be a strong addition to our *The Grill on the Alley* restaurant line."

The Promenade at Westlake, a Mediterranean-styled outdoor shopping and entertainment center, features 210,000 square feet of retail space and offers patrons some of the most respected merchants in the world, including Sur La Table, Barnes & Noble, m. Fredric, Restoration Hardware, David's Shoes and Bristol Farms. Grill Concepts signed a 10-year lease on the restaurant property, with one five-year option.

#### **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 casual concept named *In Short Order – Daily Grill*. The company operates 32 restaurants including six *The*

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Grill Concepts, Inc.  
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*Grill on the Alley*-branded restaurants in Beverly Hills, Hollywood, San Jose and Westlake Village, California; Chicago, Illinois; and Dallas, Texas; 25 *Daily Grill* restaurants in California; the Washington, D.C. metropolitan region; Houston and Austin, Texas; Portland, Oregon; Memphis, Tennessee; Seattle, Washington; Boston, Massachusetts; and Tulsa, Oklahoma; as well as one *In Short Order – Daily Grill* in Seattle, Washington.

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