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Newest Fish City Grill Fits "Swimmingly" Into Katy

Opening of Family Friendly Restaurant With Great Food, Inviting Atmosphere

DALLAS (June 27, 2007) – Neighborhood Ventures, Inc., the fun-loving and friendly parent company of Fish City Grill and Half Shells restaurants, today announced the addition of a new franchise family member in Katy, Texas. This marks the sixteenth Fish City Grill in the U.S.

The new Fish City Grill restaurant is located at:

- LaCenterra Shopping Center
23501 Cinco Ranch Blvd.
Katy, TX 77494

The new location was franchised by Scott Nietschmann, a former executive at both Magic Restaurants and Brinker International, who was looking for a chance to return to restaurant operations with a neighborhood joint appeal.

"We are tremendously excited to move into the Katy market," said Bill Bayne, who co-founded Neighborhood Ventures with his wife, Lovett Bayne. "Our expanded growth into this area is a testament to our continued service of providing excellent quality seafood in a fun, family setting. Katy is a natural choice for us, with its distinctive eateries and retail selections. A neighborhood-friendly concept such as Fish City Grill is a perfect fit."

Fish City Grill offers a family-friendly, cozy dining experience, offering great seafood items such as the signature Oyster Nachos, Honey Chipotle Shrimp, Serafin's Fish Tacos and delightful chalkboard specials. The menu also has a "Things That Don't Swim" category, which offers non-seafood items such as Hugo's Louisiana Pot Roast, Red Beans & Rice, as well as grilled chicken and pasta dishes. Guests can also enjoy a full bar and well-priced wine list.

Not only does Fish City Grill offer great food and great service, but also passes along to its customers two of its unique philosophies. "No Schmucks Policy" ensures that everyone, from general managers and dishwashers to fish vendors and construction contractors take pride in their work and always strive to be the best in their chosen field. "We firmly believe that to be a company based on quality we must begin with the quality of our relationships," Bayne said.

On the first Tuesday of each month, every Fish City Grill and Half Shells restaurants selects a local charity to benefit. This "First Tuesday Benefit" donates 15 percent of the day's total sales to the chosen charity. Since "First Tuesday" began in 2002, nearly \$100,000 has been donated.

For more information on Fish City Grill and Neighborhood Ventures, please visit www.fishcitygrill.com.

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