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Serious seafood.™**

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FISH CITY GRILL JUST KEEPS ON SWIMMING

New Location To Open in Tyler, Texas Late September

Dallas, TX-Fish City Grill, a Dallas based company, announced today that a new franchise of their popular concept will open in Tyler Texas this fall. Local Tyler businessman Bobby Asad has signed on to open their 29th store as a franchisee, and he comes to the table with a successful background as a restaurateur. His Sonoma Grill, also based in Tyler, has established itself as a great casual dining location since 2005, and he looks forward to adding Fish City Grill to his community.

“Having gained insight from my first establishment, and creating a successful restaurant on my own, I was in the market for something that I could use my experience operating, but did not want to start from the ground up,” states Asid. “After careful research, I felt that Fish City Grill was an excellent franchising choice, both from a conceptual standpoint, as well as a philosophical one. It’s a solid brand, and a fun family to join forces with.”

The restaurant will open in Macy's Plaza, which is located at 4740 South Broadway in Tyler. The anticipated opening date will be late September.

"We are committed to partnering with only those folks who understand and embrace our concept and that we feel can be a part of the family," states Fish City Grill co-founder Bill Bayne. "We felt that Bobby had the experience and enthusiasm that helps our brand grow, and we think the Tyler market is a great fit."

The restaurant will continue with the corporate philosophy of an "Awesome place to be" as well as serve the community with its' "First Tuesday Benefit" program, which is an out reach to local charities that gives back a percentage of sales to those in need.

BOILERPLATE ABOUT FISH CITY GOES HERE:

About Fish City Grill: The company was founded on November 1st, 1995 by Bill and Lovett Bayne.

Fish City Grill is part of the Neighborhood Ventures, Inc. company, which owns and operates 8 stores under the moniker of Fish City Grill and Half Shells. The stores are located in North Texas, and two locations in Colorado. The company currently is involved with 29 stores total; the remainder set up under a franchising agreement. The company was founded in 2000 by Bill Bayne and wife Lovett who partnered to create a restaurant concept that would be the local neighborhood seafood "joint"; a mix of casual dining and family friendly atmosphere all in unique locations. The result was the Fish City Grill. They have been named, three years running, as one of the Best Companies to Work for by the Best Companies Group, and maintain their philosophy of "Friendly Folks. Serious Seafood." For more information, visit www.fishcitygrill.com.

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