



Dear Friend,

Fish City Grill is a fresh and exciting, casual seafood "joint". The popularity of Fish City Grill is based upon its ability to deliver great quality seafood at affordable prices with friendly, laid-back service, in a small, warm and cozy atmosphere. There are few, if any, competitors in this niche.

The menu at Fish City Grill has been evolving over nine years to offer a variety of high quality seafood and non-seafood items. Standards include items such as clam chowder, crab cakes, salads, sandwiches, salmon, shrimp, oysters and catfish. There are our unique items such as our famous Oyster Nachos, Tabasco Shrimp Pasta and a definite Louisiana influence with gumbo, po-boys and red beans. Our 'Things That Don't Swim' section offers great quality items like Louisiana Pot Roast and several other non-seafood offerings.

The chalkboard is our most exciting feature for offering fresh and seasonal items. The chalkboard specials allow us to change our daily offerings and take advantage of seasonal availability. The chalkboards also allow each store to choose the specials that appeal to the customers of that particular neighborhood. With the flexibility of the chalkboard, there is little need to have to change the printed menu on a regular basis yet, from a customer's perspective, there is always something new and different.

The atmosphere of a Fish City Grill is reminiscent of an old seaport town warehouse district. Brick walls, dark woods, black and white photos of fishermen and a prominent and beautiful wood and concrete bar allude to a turn of the century feel. Yet colorful prints and lighting add a contemporary element.

We target upscale and/or unique areas to locate our stores; such as life style centers or simply within upscale neighborhood shopping centers. With our small physical size, we can locate our stores in areas that larger competitors cannot.

What truly sets us apart, however, is our culture. Our goal is to be nationally recognized as a great place to work. We are committed to this with our company stores and our franchised stores. To accomplish this several things must occur and they are, great quality and value for the customer, great locations and atmosphere and a great work environment for our employees. We believe in the value of our relationships. We believe that honest and open communication is essential for our growth and to achieve our goals. These relationships include our customers, our employees, our vendors and our franchisees.

Fish City Grill is truly a unique concept with tremendous opportunity. The experience is fun and rewarding. We hope that you will consider joining our family.

Sincerely,

Bill and Lovett Bayne
Founders

****This information regarding Fish City Grill franchise opportunities is for general information only and is not intended to be a franchise offer. Offers are made only after delivery of an effective Franchise Offering Circular in compliance with applicable federal and state laws.