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TWIN PEAKS LOOKS FOR ANOTHER BUST-OUT YEAR IN 2012

After “exceptionally successful” 2011, rapidly expanding chain expects to add 12 to 15 locations in the new year

Addison, Texas (Jan. 17, 2012) – With more than eight new restaurants, expansion into four new states and five additions to the management team, 2011 was the most successful year yet for [Twin Peaks Restaurants](http://TwinPeaksRestaurants.com). Executives predict even stronger growth in 2012.

“We’ve had an exceptionally successful year,” said CEO Randy DeWitt, who co-founded the concept in 2005 with Scott Gordon. “I attribute much of this success to our outstanding management team and enthusiastic franchisees. They see the potential of the Twin Peaks brand and have capitalized on it.”

Twin Peaks will continue to use franchising to fuel its 2012 growth, focusing on markets with a strong and easily captive customer base, as well as ones that offer efficiencies in distribution, operations and marketing. Those priority markets include: Baltimore; Las Vegas; Chicago; New Orleans; St. Louis; Washington, D.C.; Columbus, Cincinnati and Cleveland, Ohio; Fort Smith and Little Rock, Ark.; Lexington and Louisville, Ky.; Memphis and Knoxville, Tenn.; Miami, Tampa, West Palm Beach and Fort Lauderdale Fla.; Norfolk and Richmond Va.; Philadelphia and Pittsburgh, Pa.; Sacramento, San Diego, San Francisco and Los Angeles, Calif.

“In every new market, we find an untapped market of men looking for a place they can go to enjoy really great food, ice-cold draft beer, sports and, of course, our Twin Peaks Girls,” said DeWitt. “With our growth in 2011 we’ve proven there are tremendous opportunities for franchise success.”

Twin Peaks’ 2011 accomplishments include:

- Significant expansion of the senior management team, including the addition of several former members of the management team at rival Hooters
- Signing of former Hooters executives, including former CEO Coby Brooks, to a 10-year franchise agreement, covering expansion in six states
- Hand-selecting the first ever Buffalo Trace whiskey to be bottled exclusively for Twin Peaks
- Being named among 2011’s “[Future 50](#)” concepts by *Restaurant Business* magazine
- Signing former 26-year veteran Pappadeaux General Manager to open the first Twin Peaks in Nashville

About Twin Peaks:

Founded in 2005 in the Dallas suburb of Lewisville by successful restaurant veterans Randy DeWitt and Scott Gordon to meet the needs of an untapped market, Twin Peaks features quality food and ice-cold draft beer served by friendly and attractive Twin Peaks Girls in a mountain sports lodge setting. Named a ["2010 Hot Concept!"](#) by *Nation's Restaurant News* and among 2011's ["Future 50"](#) concepts by *Restaurant Business* magazine, the national chain has 20 locations throughout Kansas, Nebraska, New Mexico, Oklahoma, Colorado, Arizona, Louisiana and Texas. More information on Twin Peaks, including [locations](#) and [franchise information](#), is available at www.TwinPeaksRestaurant.com.