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**TWIN PEAKS EXPECTS
BUST-OUT YEAR OF EXPANSION IN 2011**

Franchising growth to be focus for Dallas-based restaurant chain

DALLAS (Dec. 22, 2010) – On the heels of its strongest year to date, as well as its crowning as one of America’s hottest concepts by *Nation’s Restaurant News*, Twin Peaks is launching an aggressive franchise expansion campaign to nearly double the number of locations of its popular restaurants in 2011.

"Based on the exceptional success we are experiencing with both existing and new restaurants, we are convinced that now is the time to be even more aggressive in our efforts to take the Twin Peaks concept into new markets," said CEO Randy DeWitt, who founded Twin Peaks with Scott Gordon in 2005. Since the original opened in the Dallas suburb of Lewisville, Twin Peaks has expanded to a dozen restaurants in Texas, Oklahoma and New Mexico, and it’s aiming to add 10 more by the end of next year.

Such growth will be accomplished primarily through franchising, and the chain is now actively recruiting franchisees who have operated other multi-unit concepts well. With several profit centers and a lucrative bar component that combine to provide higher margins and exceptional unit economics, DeWitt says existing Twin Peaks locations have set the foundation for a tremendous opportunity for the right franchisees.

“The ideal Twin Peaks franchisee is someone who already has a successful track record of operating franchises,” said DeWitt, “and is looking to expand their portfolio with a proven concept that caters to an untapped market.”

Twin Peaks’ growth will focus on markets with a strong and easily captive customer base, as well as ones seen as primed for distributive and operational efficiency, and marketing clout: Chicago, Phoenix, Tucson, Denver, Colorado Springs, Little Rock, New Orleans, Birmingham, and Nashville.

"In every new city we enter, we have found an untapped market of men looking for a place they can go to enjoy really great food, ice cold draft beer, and sports -- all served by our friendly, attractive Twin Peaks Girls," said DeWitt. "We are convinced there are tremendous opportunities for our franchisees, and we have proven it with the performance of our current locations, which continue to trump the economy."

In 2010, Twin Peaks’ achievements included multi-store agreements for operators in Missouri, Arkansas, Oklahoma City, and around Houston, where the area’s first store in Webster opened to chart-topping sales. Soon after that, Twin Peaks was named a 2010 “Hot Concept!” by *Nation’s Restaurant News*.

The next Twin Peaks locations will open in January in Oklahoma City and in May in Lincoln, Neb. Operations in Wichita, Kan., and Omaha, Neb. are also in the works.

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*, the national chain has 12 restaurants throughout the Southwest and expects to open at least 10 new restaurants over the next year. More

information on Twin Peaks including locations and franchise information is available at
TwinPeaksRestaurant.com.

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