

PRESS RELEASE

CHICO COUPLE WINS TRIP TO PHILADELPHIA,

CONTACT:

Steven Oakes, 510.724.7100

Gene Hrubí, 530.345.2565

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Jim and Katie Hull of Chico are the winners of a sweepstakes drawing for a trip for two to Philadelphia.

The sweepstakes was sponsored by The Cheese Steak Shops, a chain of 25 restaurants located throughout Northern California to celebrate the 25th anniversary of the opening of their first location in San Francisco in 1982.

Announcement of the sweepstakes winner was jointly made by Steven R. Oakes, President of The Cheese Steak Shop Franchise Corporation in Hercules, CA and Gene Hrubí and Jeff Ogi, owners of the Chico Cheese Steak Shop located at 995 Nord Avenue.

“When the call came telling me that I won, I thought it was a joke”, said Hull. “I knew nothing about the drawing. My wife entered my name while in the Cheese Steak Shop buying lunch. We’re excited to visit Philadelphia to see all the historical spots as well as to sample cheese steaks at their birthplace. The Cheese Steak Shop people tell me that they will provide me with a list of the famous cheese steak restaurants in Philadelphia. We’re excited.”

The sweepstakes ran for 8 weeks and customers from all 25 Cheese Steak Shops were eligible. “There were thousands of entries for this drawing”, said Steve Oakes. “The drawing was just one part of the overall 6 month celebration that continues through November. We want to introduce authentic Philadelphia Cheese Steaks to as many Northern Californians as possible.”