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**ALL-NATURAL BEEF AT EVERY BLACK ANGUS STEAKHOUSE IS A CUT ABOVE THE REST**

*Chain Announces Move to 100 Percent All-natural Steaks and Prime Rib*

Los Altos, CA (Feb 27, 2007) – As consumers grow hungrier than ever for steak, Black Angus Steakhouse announced today that 100 percent of the beef served at all 84 locations is now exclusively all-natural beef from corn-fed Black Angus cattle. Black Angus Steakhouse is the first major steakhouse chain to make a system-wide (or comprehensive) commitment to serving all-natural beef that is free from all additives, artificial flavors or colors and preservatives, and that is rigorously tested for hormones and antibiotics.

“No other steakhouse can match our dedication to quality with all-natural Black Angus beef,” said President and CEO Ralph Roberts. “Our goal is to provide a memorable dining experience that starts with delicious, high-quality steak. Our guests will remember with every bite why all-natural Black Angus beef is the best.”

**Preparation Highlights All-Natural Flavor, Texture**

Diners can expect to find new signature dishes designed to accent the prized flavor and texture of all-natural Black Angus beef with specific preparation techniques and seasonings. Black Angus Steakhouse Executive Chef Dave Ohlsen has developed these new menu items specifically for all-natural Black Angus beef:

- Signature Black Angus Five Pepper Prime Rib – a three-quarter pound slice of all-natural Black Angus Prime Rib dry-rubbed with an exclusive Five-Pepper blend and char-grilled over an open flame.
- Signature Black Angus Cajun Prime Rib – a three-quarter pound slice of all-natural Black Angus Prime Rib blackened with our blend of Cajun Spices.

**Americans’ Appetite for Steak Outpaces Total Restaurant Revenue Growth**

More than ever, Americans are choosing beef when dining out: Sales at steakhouses nationwide grew at a rate of 13 percent a year for the past five years, outpacing the six percent growth rate of total restaurant segment revenues.<sup>1</sup> And according to the National Cattlemen’s Beef Association, beef is the number-one protein in America.<sup>2</sup>

The Black Angus Steakhouse All-natural beef program continues the restaurant’s 43-year legacy in providing diners with top-quality steak. Through exclusive partnership with Greater Omaha Packing Co., a beef company that’s been producing high-quality beef since 1920, the program includes detailed background checks and affidavits for cattle, as well as testing, in accordance with United States Department of Agriculture (USDA) guidelines.

For more information about the move to all-natural Black Angus beef or to locate the nearest Black Angus Steakhouse, please visit the company’s Web site: [www.blackangus.com](http://www.blackangus.com).



1. Technomic Information Services 2006, Top 500 Report
2. Cattle-Fax, March 2005. Consumption data is based on retail weight.

**Editor's Note – Available:**

- Interviews with CEO Ralph Roberts
- Interviews with Executive Chef Dave Ohlsen
- Food photography

**About Black Angus Steakhouse**

Headquartered in Los Altos, Calif., Black Angus Steakhouse began in 1964 in Seattle, Wash. The concept was founded by Stuart Anderson, a prominent rancher, to provide patrons with top-quality steak dinners at affordable prices, in a warm, comfortable atmosphere with friendly service. Today, Black Angus operates 84 locations in ten Western states, and has received "Best Steakhouse" awards from a variety of local and national publications.