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Fleming's Prime Steakhouse & Wine Bar
Named Recipient of
Prestigious Golden Spoon Award

Tampa, Florida, January 2011 - *Fleming's Prime Steakhouse & Wine Bar* has been awarded the prestigious Golden Spoon Award (2010) from *Florida Trend Magazine*. The honor annually recognizes the finest restaurants in the state that excel in cuisine, ambience and all aspects of superior hospitality.

The Fleming's honor came in the category of Golden Brands, which celebrates the significant popularity of national brands in premium and luxury dining and the elevation of execution in multi-unit operations.

"The Golden Brand is awarded to those restaurants that provide fine service and first class dining in many locations while paying the same attention to well-sourced ingredients, in-house preparation and inventive menus as fine independent restaurants," said Chris Sherman, Food Editor at *Florida Trend*.

"Running one restaurant with great food and consistent service is tough; running more than one is a daunting challenge," continued Sherman. "We honor those few who do so with polish and imagination. Some are familiar names around the country; some are restaurateurs so nimble that they can juggle several concepts at once and rarely try the same thing twice. All are great performers."

Additionally Sherman said about the restaurant, "***Fleming's Prime Steakhouse & Wine Bar*** offers steaks and seafood tamed, brightened and repolished with tuna mignon, mushroom ravioli, a smart bar menu and true wine savvy."

Fleming's Florida locations include: Coral Gables, Naples, Orlando, Sandestin, Sarasota, Tampa and Winter Park.

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Fleming's Prime Steakhouse & Wine Bar

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Fleming's was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 64 restaurants nationwide. ***Fleming's*** is the recipient of numerous prestigious awards, including *Wine Enthusiast's* annual Awards of Distinction and *Wine Spectator's* annual Awards of Excellence.

"This prestigious Golden Spoon Award is both a validation of our concept and our commitment to fine food and hospitality and it is a tremendous source of encouragement as well," said Miguel Frasquillo, Joint Venture partner for Fleming's Prime Steakhouse. "We will proudly display the award in our restaurants."

About Fleming's Prime Steakhouse & Wine Bar

Nationally acclaimed Fleming's Prime Steakhouse & Wine Bar offers the best in steakhouse dining – Prime meats and chops, fresh fish and poultry, generous salads and side orders—with a unique wine list known as the "Fleming's 100™" that features 100 wines served by the glass. For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100, please visit www.FlemingsSteakhouse.com.

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