



Ben & Jack's[®] STEAK HOUSE

255 Fifth Avenue
New York, NY 10016

FOR IMMEDIATE RELEASE

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BEN & JACK'S STEAKHOUSE CELEBRATES OPENING OF FIFTH AVENUE LOCATION WITH RIBBON-CUTTING CEREMONY

*Restaurant Also Stages Taxi Appreciation Day:
Over 950 NYC Cab Drivers Receive Free Lunches*

NEW YORK, NY (May 22, 2009) – Ben & Jack's Steak House celebrated the Grand Opening of its second Manhattan location at 255 Fifth Avenue (at 28th) Wednesday, May 20, 2009 with commemorative events and honored guests.

A special ribbon-cutting ceremony featuring the restaurant's four owners (Ben, Jack, Harry and Russ Sinanaj) along with Manhattan Chamber of Commerce (MCC) VIPs kicked-off the opening festivities. Jeffrey Bernstein, Chairman of the MCC, delivered a special inaugural speech, followed by Ben & Jack's Steakhouse co-owner Harry Sinanaj announcing the restaurant's official opening. Then, the four

owners of Ben & Jack's Steakhouse along with the MCC dignitaries raised their steak knives to cut through the red ribbon lined across the Fifth Avenue entrance. *Pictured above (left to right) are Laura Bucko, Director of Communications, MCC; Nancy Ploeger, President, MCC; Russ Sinanaj, Owner, Ben & Jack's Steakhouse; Ben Sinanaj, Owner, Ben & Jack's Steakhouse; Jack Sinanaj, Owner, Ben & Jack's Steakhouse; Harry Sinanaj, Owner, Ben & Jack's Steakhouse; and Jeffrey Bernstein, Chairman, MCC.*



In conjunction with the Grand Opening, Ben & Jack's Steak House teamed up with the NYC Taxi & Limousine Commission (TLC) to demonstrate their gratitude to Manhattan by implementing "Taxi Appreciation Day."

All of the restaurant's owners, in addition to staff and TLC Commissioner Matthew Daus handed-out over 950 free lunches (sirloin burgers and French fries) to taxi drivers as they drove up curbside to Ben & Jack's Fifth Avenue location. *Pictured above: Jack Sinanaj, Owner, Ben & Jack's Steakhouse, handing a free lunch to one of the 950 taxis that pulled up curbside in front of the new restaurant's location on Fifth Avenue at 38th Street.*

Ben and Jack Sinanaj are proof that the American Dream is alive and well in Manhattan. The first cousins came to NYC more than 20 years ago and worked hard in local area steakhouses until they were able to open the first "Ben & Jack's Steakhouse" in 2005. Less than four years later, the entire Ben & Jack's family is honored to celebrate the Grand Opening of their second location in the great city of New York.

About Ben & Jack's Steak House:

Ben & Jack's Steak House has two locations in Manhattan, the newest restaurant at 255 Fifth Avenue between 28th and 29th Streets and the flagship restaurant at 219 East 44th Street.

Ben & Jack's loyal guest following is testament to the owners' passionate commitment to consistently delivering the most premium standard of steak and other culinary fare, as well as creating a warm, friendly ambiance grounded in personalized service and attention to detail. Ben and Jack are often seen visiting tables on the main floors, greeting guests and/or serving sizzling hot platters of the steak house's signature dishes. For information or reservations, please call 212-532-7600 or visit <http://benandjackssteakhouse.com>.

Media:

For more information on Ben & Jack's Steakhouse on Fifth Avenue or to schedule an interview with Ben or Jack Sinanaj, contact Renee Martin (x21) or Danielle Terzian (x10) at 845-358-3920 or rmartin@ciicnews.com, dterzian@ciicnews.com.

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