

Boise Location of Ling & Louie's Asian Bar & Grill Opens For Business; Becomes Chain's Fifth Location

Popular Concept's Expansion Ramps Up With Goal of Going Nationwide In Next Few Years

BOISE, Idaho (DATE, 2011) — The fifth location of the popular Ling & Louie's Asian Bar & Grill restaurant concept has opened for business in Boise, Idaho, with a strong opening week to kick off the new restaurant.

The Boise location is a franchise of the Ling & Louie's concept, and joins existing locations in Phoenix and Chandler, Arizona and two in Denver, Colorado. Another location in Anchorage, Alaska is scheduled to open in the coming weeks.

The Ling & Louie's concept, created and owned by Scottsdale-based Desert Island Restaurants, LLC has been a hit because of its combination of energetic atmosphere, critically acclaimed cuisine and innovative drink menu. As a result, Desert Island Restaurants is continuing development of corporate and select franchised locations.

The concept centers around Ling, a stubborn perfectionist from Shanghai, China, and Louie, a fun loving, all-American boy from Toledo, Ohio who meet, fall in love and share their passion for food by opening an Asian restaurant that's "Not for Boring People."

"We're very pleased to see the Ling & Louie's concept come to life with a great new restaurant in the Boise area," said Randy Schoch, Founder and CEO of Desert Island Restaurants. "We believe this will be a very strong location for us and a great boost to our efforts to expand the brand and franchise across the country."

Rex Chandler, owner of the Boise-area franchise in Meridian, Idaho, said the location in the Boise area suburb of Meridian is ideal because of its proximity to major streets and a strong nearby employment and residential base.

"I have a lot of faith in the Ling & Louie's concept and really like the cuisine," Chandler said. "I think the Boise area works as a new location for Ling & Louie's because it's good timing right now, and because the concept fits the demographics and market very well."

"Our goal is to take the Ling & Louie's concept nationwide," Schoch said. "We think it works in any medium- and large-sized market because it's so unique and because of our commitment to the quality of the food."

Ling & Louie's Asian Bar and Grill was created and founded in 2006 by veteran and award-winning restaurateur Randy Schoch, owner and CEO of Desert Island Restaurants. Ling & Louie's currently has locations open in Denver, Scottsdale and Chandler, with more locations opening in 2011 and plans to franchise and expand nationwide. For more information, please visit www.lingandlouies.com.

Desert Island Restaurants, LLC is a management entity that oversees operations of five franchised Ruth's Chris Steakhouses® and 2 Romano's Macaroni Grill® locations throughout the Hawaiian Islands, the Thaifoon-Taste of Asia® in Salt Lake City, Utah, and, most recently, Ling & Louie's Asian Bar and Grill. For more information on Desert Island Restaurants, visit www.desertislandrestaurants.com.