



PRESS RELEASE

CREMONINI GROUP: joint venture with the American company, Roadhouse Grill, for the development of a European steak house chain.

Start-up of 60 restaurants by the year 2004, total annual turnover estimated at about Lire 200 billion.

The Cremonini Group, a leading operator in the European food sector, has today signed an agreement with Roadhouse Grill Inc., a Nasdaq-quoted American company, for the formation of Roadhouse Grill Europe, a joint venture in the European restaurant sector.

Roadhouse Grill Europe is to be formed before the end of year 2000, and will be engaged in developing a new European Steak house chain with the Roadhouse Grill brand. The plan is to open over 60 steak houses in Italy, France, Germany, Spain, Great Britain and other principal European countries by the year 2004. The turnover from these restaurants is expected to be about Lire 200 billion annually.

The first opening is planned during the first quarter of 2001 in Italy, where the Roadhouse Grill brand will be the first example of a large steak house chain.

Cremonini S.p.A. will be the majority shareholder in the joint venture and will be exclusively in charge of developing the chain in Europe through directly managed and franchised restaurants, while Roadhouse Grill will confer its brand for Europe, with which it directly manages over 80 steak houses in the United States, as well as its operational, marketing and product know-how. The financial details of the two companies involved in the joint venture will be subsequently communicated to the market.

The restaurants of the chain, which will above all be situated in the immediate vicinity of large urban conglomerates and along the principal highways, will appeal to a wide public and will be characterized by modern organisation, informal ambience with table service and a menu based on grilled meat at an average price per person of between Lire 40,000 to 50,000.

Valentino Fabbian, Managing Director of Cremonini's restaurant division said:

"Road house Grill, thanks to the know-how that it has developed in this specific segment is the best possible international partner that we could have chosen to enter into the steak house segment. With the birth of Roadhouse Grill Europe the Cremonini Group will also achieve notable product synergy, in as much as it is the Italian leader in the beef sector with Inalca and in logistics with Marr, which distributes to the foodservice market.

By entering this steak house market segment- Fabbian continue- the Cremonini Group will be offering a medium/high quality product and table service, thus to completing and integrating in the best possible way the various types of restaurant services in which we are presently engaged."

Ayman Sabi, President and Chief Executive Officer of the Company, commented "We are extremely excited to have the Cremonini Group develop the European continent for us. The Cremonini Group has an excellent reputation and history of outstanding performance in the restaurant and food services industry, including the operation of the legendary Harry's Bar in Rome. We look forward to working with them in developing the Roadhouse Grill restaurant concept throughout Europe, where we strongly believe "American styles" Steak house will become popular."

Cremonini, with over 4,300 employees, is one of Europe's largest food groups, with activities focused in three integrated business sectors: production, distribution and restaurant services.

The Group, which had total consolidated revenues of Lire 2,544 billion (Euro 1.314 billion) and a net consolidated profit of Lire 30 billion (Euro 15.49 million) in 1999, is Italy's absolute leader in the production of beef and meat-based transformed products, and in food distribution to the catering sector. It also has a significant presence in the restaurant and catering sector and, in particular, is the leader in Italy in the provision of restaurant services on-board trains and at railway stations.

The restaurant services division revenues were equal to Lire 211 billion (Euro 108.97 million) in 1999, up by 9% with respect to the previous year.

RoadHouse Grill, Inc., formed in 1992, has its registered office at Pompano Beach, Florida, and is quoted on Nasdaq (symbol GRLL). Currently the group directly manages 75 steak houses in the United States (in Florida, Georgia, North Carolina, Mississippi, Louisiana, Arkansas, Alabama, Tennessee, New York and Ohio). Three franchised Roadhouse Grill restaurants are located in Las Vegas, Nevada, two in Kuala Lumpur, Malaysia and one franchised restaurant opened in Brasilia, Brazil last week.

In the fiscal year 1999, it achieved total revenues of U.S.\$ 120.7 million, with a net profit of U.S.\$ 6 million.

Castelvetro di Modena, 10 July 2000