

**CONCEPT ENTERTAINMENT GROUP**

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## FOR IMMEDIATE RELEASE

### CONCEPT ENTERTAINMENT BUILDS DYNAMIC MANAGEMENT FOR FUTURE GROWTH!

**PORTLAND, OREGON July 20, 2010** – Concept Entertainment of Portland Oregon-founded in 1990, owns and operates 8 local restaurants and bars is currently building a platform for future growth and expansion in the Portland area and 8 western states.-Concept Entertainment has added key management players from the former Portland based Pacific Coast Restaurants which operated 30 restaurants and bars in 4 western states which encompassed 8 brands and had an outstanding reputation for quality food, beverage and service.

Concept has taken steps over the last year to build their current team by recruiting top professionals with proven track records. Executive Chef Keith Castro joined CE in 2009. Keith has been an executive chef for over 30 years and helped open more than 20 restaurants as Corporate Executive Chef. During his 18 years with PCR, he developed 6 different menus including Portland City Grill, Henry's 12th St. Tavern, Manzana, Portland Steak and Chophouse and as well as creating excellent food and menus for the Stanford's and Newport Seafood Grill brands.

Wes Curl former COO of PCR is now joining the CE team as Director of Restaurant Operations. Wes was an integral part of building and managing the PCR leadership and organizational growth, guaranteeing brand integrity, and creating cultures of operational excellence. After 27 years with PCR and the acquisition from RUI of Seattle, Wes was recruited by Cordova, Smart & Williams, a New York private equity firm that owned Eateries, Inc., a chain of 60 restaurants in 22 states. Wes became President/CEO to reorganize and improve the operations. Wes was hired by Aequitas Capital of Lake Oswego, a private equity firm to reorganize Roses Restaurants and Bakery's.

Leo Puebla Corporate Trainer has also recently joined the CE Team. Leo has 17 years experience with manager and employee training in the restaurant industry promoting perfection in service and quality teams. He is also Pacific Coast Restaurant alumni where he was training manager.

Fall of 2010 marks the opening of Thirsty Lion Pub & Grill at Washington Square in the former Cucina Cucina building. This will be the first step in a brand expansion project that will take the Thirsty Lion from it's beginnings in Portland's Old Town, to Washington Square and soon to the surrounding western states.

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