



Moscow, March 11, 2014

**PRESS-RELEASE** 

## MAKING IT THROUGH THE GREAT LENT WITH TGI FRIDAYS™

The Great Lent will last till April 19<sup>th</sup> when many of us will give up regular food for seven long weeks. But switching to an ascetic menu does not mean that your diet should be



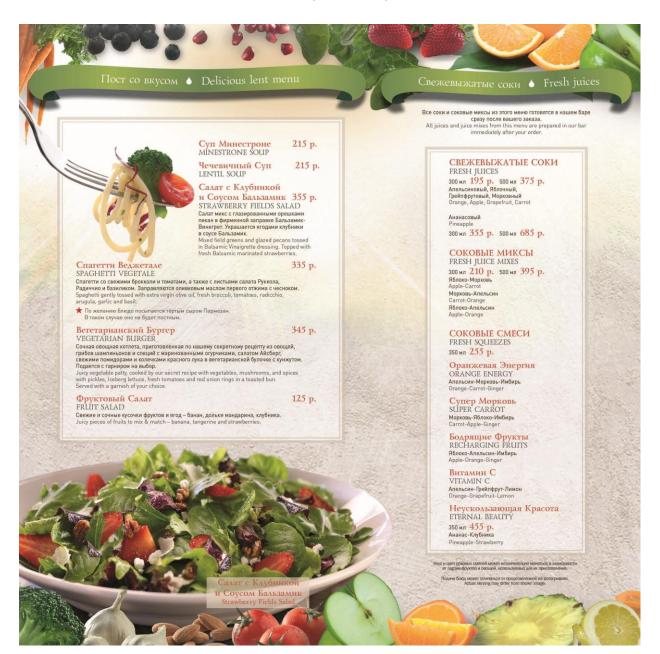
unvaried and slender and that you should turn into a wimpy, unenergetic person. Only during the Lent days, TGI FRIDAYS™ offers its special FRESH MENU. Its wide range of colors and tastes will help you to endure the transition time between winter and spring and absence of meat and dairy products in your diet!

TGI FRIDAYS™ FRESH MENU offering a variety of lent dishes was developed for the guest to get in a spring mood. For example, burger fans will appreciate the taste of our juicy veggie patties, made to the unique TGI FRIDAYS™ recipe from portabella mushrooms, garnished with pickled cucumbers, Iceberg salad, fresh tomatoes and slices of red onions, served on a lenten sesame bun. As for the pasta enthusiasts, we are sure, they will be returning to our restaurants time and

time again to be treated to the flavorous Veggetalle spaghetti, where durum semolina pasta is complemented with fresh broccoli, tomatoes, Rocket salad leaves, Radicchio and basil and dressed with first pressing olive oil and new garlic. Nobody will be indifferent to our awesome creation – a salad with fresh strawberries, pecan nuts and Balsamic dressing - an unprecedented, unconventional and simply delicious

combination. You can always continue your meal with a dessert of a fruit salad or freshly-squeezed juice offered at special prices.

The motto of TGI FRIDAYS™ for these days is: Tasty Affordable Lent Food!



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## Press enquires:

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## Note to Editors:

Rosinter Restaurants Holding operates **TGI FRIDAYS** restaurants according to the standards of the world famous American brand under a franchise agreement with Carlson Restaurants Worldwide. Today Carlson Restaurants Worldwide operates 399 restaurants in 59 countries and 546 restaurants in the USA. The name of the chain which stands for 'Thank God, it's Friday' which perfectly reflects the end-of-the-week enthusiasm, we all feel when work is over and we can finally relax and enjoy our friends' company. The menu features rich starters, steaks, and a wide choice of original cocktails – all in the generous portions that TGI FRIDAYS is well known for. In August 2012 the TGI FRIDAYS restaurant celebrated its 15th anniversary. As at December 31, 2013 the network included 28 TGI FRIDAYS restaurant located on the territory of Russia, CIS and Europe.

As at 31 December 2013 OJSC **Rosinter Restaurants Holding** is the leading casual dining restaurant company in Russia and CIS, which operates 384 outlets in 42 cities in Russia, CIS and Central Europe, including Baltic countries. The chain has 352 restaurants, including 131 franchised restaurants, and 32 Costa Coffee outlets. The Company offers casual dining Italian and Japanese cuisine under its proprietary brands IL Patio and Planet Sushi. In addition, Rosinter Restaurants Holding develops and operates under franchise agreements a chain of American restaurants TGI FRIDAYS and a chain of British coffee shops Costa Coffee. In March 2012 RAZVITIYE ROST LLC (a subsidiary of OJSC Rosinter Restaurants Holding) has acquired the right to develop McDonald's brand on a franchise basis in Moscow and Saint Petersburg transportation hubs. Rosinter Restaurants Holding is listed on the Moscow Exchange MICEX-RTS (rts.micex.ru) under the stock ticker ROST.