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T.G.I. FRIDAY'S OPENS NEW PROTOTYPE RESTAURANT IN SURPRISE
*Main Street Restaurant Group Identifies with Younger Generations;
Launches New Store Plans*

SURPRISE, Ariz. – (August 12, 2005) On July 18, 2005, Main Street Restaurant Group, Inc. (NASDAQ: MAIN), the world's largest franchisee of T.G.I. Friday's, introduced their newest store location in Surprise, Ariz. with a facelift to appeal to new generations of Friday's guests.

Grossing \$220,959 in the first two weeks of opening, this makeover has paid off. All of the novel memorabilia inside the restaurant now reflects nostalgic items from the 60s, 70s and 80s – as well as a few timeless favorites. From the outside-in, fragments of various generations are displayed with patriotic sentiment. Patrons in their 20s, 30s and 40s can now relate to this décor of their youth.

According to Judy Schumacher, vice president of marketing at Main Street Restaurant Group, T.G.I. Friday's has been serving food since 1965, a time when the customers of today were once children in awe of the decorative timepieces from their parents' generation. "These customers can now dine with children of their own - able to show off their youthful memorabilia," she said.

Items found throughout the store are reminiscent of typical college dorm and high school bedroom decorations from those eras. A John Travolta *Saturday Night Fever* poster adorns a wall in the bar area, while a Wonder Woman poster is found in the restaurant dining room. The humorous 1980s *Blues Brothers* action figures can be seen as well.

Other novelty items include a 3-dimensional *Jaws* head and an Atari 2600 game system. Famous singers of the 60s such as Jimi Hendrix are candidly captured in studio photographs seen making the music many grew up listening. Surfing, one of the trends that caught on famously during that era is characterized with the symbolic "board."

"The change in design just goes to show how long T.G.I. Friday's has served its customers and continues to 'grow up' with them," added Schumacher.

In addition to the Surprise store, Main Street Restaurant Group will open three more locations throughout the Southwest over the next several months including: Happy Valley, Ariz., Las Vegas, Nev. and Rancho Cucamonga, Calif. The new store openings are part of the Company's strategic development plan to open a total of 16 new stores by the end of 2006.

Main Street Restaurant Group, Inc. is the world's largest franchisee of T.G.I. Friday's restaurants, operating 54 T.G.I. Friday's, 11 Bamboo Club - Asian Bistros, four Redfish Seafood Grill & Bar restaurants and one Alice Cooper'stown restaurants. For more information visit www.mainandmain.com.

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