



HOULIHAN'S

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FOR IMMEDIATE RELEASE

Houlihan's at Doubletree Springfield, Missouri and O'Reilly Hospitality Management, LLC guest wins Backyard BBQ Package (\$200 value)

Springfield, MO, June 27, 2011 – Houlihan's at Doubletree guest Debra Jatho wins a Backyard BBQ Package valued at \$200 through the Houlihan's summer bounceback program.

Houlihan's at Doubletree is managed by O'Reilly Hospitality Management, LLC.

Houlihan's bouncebacks are a part of a bi-annual, in-store promotion meant as a gift to our guests and as a way to increase brand loyalty. Throughout the distribution period, each table is presented with a bounceback enclosed in a sealed envelope at the end of their visit. Guests are instructed to bring the sealed envelope back on their next visit, and to then open it with their server present. Each envelope contains a gift ranging from a free mini dessert to free Houlihan's for a year to a dream vacation valued at \$3,500.

"The Houlihan's bounceback program has been a great way for us to give a little something extra to our guests and to keep them coming back," stated Houlihan's at Doubletree general manager, Kevin Longley. "It's a thrilling experience when we get to see our guests' faces light up each time an envelope is opened in the store."

Summer bouncebacks will continue to be distributed through July 15, and redeemed through the end of July.

About Houlihan's

Established in 1972, Houlihan's is a progressive concept that bridges the gap between fine dining and what people have come to expect from casual dining, priding itself on style and quality appropriate for any occasion, any day of the week. Houlihan's offers guests an inviting atmosphere, eclectic menu and energetic bar environment with creative, diverse drink offerings. Inspired by fare around the globe, Houlihan's crafts dishes made from scratch with assertive flavors, offering a unique culinary experience. Currently, 102 Houlihan's restaurants operate throughout the country, 65 of which are franchised. Houlihan's is owned by Houlihan's Restaurants, Inc. of Leawood, Kansas, a pioneer in the full-service, casual dining industry that developed and owns several restaurant concepts comprising of approximately 116 locations from coast to coast, including Bristol Seafood Grill and Bar/ J. Gilbert's Wood-Fired Steaks.

About O'Reilly Hospitality Management, LLC

O'Reilly Hospitality Management, LLC (OHM) was formed by Tim O'Reilly in November of 2007, and was born from an intense desire to provide a unique, enjoyable and consistent guest experience through competent, attentive, and team-oriented hospitality management. The company started by managing the Doubletree Hotel Springfield and through the diligent efforts of Chief Operating Officer Brian Sims and many other determined managers and employees who lifted the hotel consistently to the top three Doubletree Hotels in the world, with regard to guest service scores. The OHM management team and Doubletree Hotel Springfield also won the prestigious Care Cup in the second quarter of 2010, signifying that the hotel had achieved a significant level of overall excellence in the eyes of Hilton Hotels Corp. O'Reilly Hospitality Management, LLC also manages three Houlihan's Restaurants in Missouri, and was presented with the Houlihan's Franchise Marketer of the Year award for efforts made in 2010. In addition to Doubletree Hotel Springfield, OHM manages the Hilton Garden Inn Springfield and Baymont Branson in Missouri, as well as Yellowstone Valley Lodge and Paradise Valley Grill in Montana. For more information about our management company, visit www.ohospitalitymanagement.com or call 417.851.8700.

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