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FOR IMMEDIATE RELEASE

O'Reilly Hospitality Acquires Houlihan's in Columbia

Columbia, MO – O'Reilly Hospitality V, LLC, announced today the acquisition of Houlihan's Restaurant in Columbia, located at 2541 Broadway Bluffs Drive in the Broadway Bluffs Development. This is O'Reilly Hospitality's second Houlihan's location in Missouri with plans for a third underway in Springfield.

"We are extremely excited to become part of the Columbia and Missouri Tiger community," said Tim O'Reilly, managing member of the O'Reilly Hospitality entities. "We see the potential for fantastic growth in the Columbia market, and we look forward to enhancing the guests experience by providing Houlihan's signature menu and unparalleled service to our guests."

The Columbia location will stay open during the ownership transition, offering local diners non-stop, fresh-from-scratch cooking in a contemporary setting with an energetic bar scene. The Houlihan's Columbia restaurant offers an eclectic selection of dishes infused with bold and interesting flavors, such as white fish tacos with honey-cumin dressing, Thai chile Buffalo wings, a seared ahi tuna salad with bananas as well as a series of fresh-made mini desserts priced at \$2.95.

Leading the trend of smaller portion sizes, four years ago Houlihan's started offering a wide variety of mini-sized menu items such as mini burgers and mini desserts with mini prices, and continues to feed into consumer demand by building on the mini theme in the bar, with items such as mini martinis and mini wine flights. Mini desserts include a chocolate cappuccino cake, Jim Beam Bourbon Pecan Pie, White Chocolate Banana Cream Pie and snickers crunch ice cream dome, priced at \$2.95 each.

"Our mini theme is another example of how Houlihan's stays ahead of the curve in casual dining and responds to consumer trends, in this case the macro trend of health and wellness," said Jen Gulvik, Vice President of Marketing for Houlihan's Restaurants, Inc. "The mini desserts offer incredible value at a price of \$2.95. Our dessert sales skyrocketed after we introduced the minis, so it's obvious that we were right on target

with what our customers wanted.”

Houlihan’s menu is the result of ongoing research and development by a seasoned team of culinary experts. According to Gulvik, “there isn’t a single dish that we haven’t put a ton of thought and time and testing into.”

“Our chopped salad includes fresh kernels of corn, a touch that adds flavor, texture and color, and just one of many examples of our attention to fine detail,” she said. “Adding warm polenta croutons to our Caesar Salad to bring out the flavor once again illustrates our culinary team’s obsession with perfection. They’ve thought of every minute detail and the creative presentation is evident in every item served.”

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.

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