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FOR IMMEDIATE RELEASE

Give the Gift of Freshness

Outback Steakhouse®, Carrabba's Italian Grill®,
Bonefish Grill®, Fleming's Prime Steakhouse & Wine Bar® and
Roy's® Hawaiian Fusion® Cuisine Gift Cards Now Available
Redeemable at Over 1,250 Locations

Customers Receive a Free \$20 Bonus Card* for Each \$100 Gift Card Purchase

Holiday & Customized Gift Card Designs Available Online

Tampa, Florida, November 4, 2011 – OSI Restaurant Partners (OSI) is offering its customers a free \$20 Bonus Card* for every gift card purchase of \$100 from November 1, 2011 through December 31, 2011. Bonus Cards may be used at any of OSI's concepts - **Outback Steakhouse®**, **Carrabba's Italian Grill®**, **Bonefish Grill®**, **Fleming's Prime Steakhouse & Wine Bar®** and **Roy's® Hawaiian Fusion® Cuisine**.

New this year is a series of card designs for all brands, available online. These designs range from various holiday greeting messages (such as Merry Christmas, Happy Hanukkah), to custom designed cards with personal images and messages. **Outback** and **Carrabba's** will feature a *Happy Holidays* card in the restaurants.

Bonus cards will be issued for gift cards purchased at the restaurants or online. All gift cards are redeemable at any OSI Restaurant Partners brand, and are accepted in over 1,250 United States locations including Puerto Rico and Guam, excluding airport locations. Gift cards are available without any fee or expiration date, and never lose their value.

Bulk orders and non-denominational options are also available, as are corporate discounts for purchases of over \$1,000. Call 866-551-1666 or visit www.osirestaurantpartners.com/giftcards.asp for more information about OSI gift cards.

*In order to receive Bonus Cards, gift card purchases must be made by December 31, 2011. Bonus Cards must be redeemed January 1 through February 10, 2012. The Bonus Card offer does not apply to purchases made at a gift card mall in a grocery, drug or mass merchandiser.

MORE

OSI Gift Cards Now Available Add One

Gift Card Sweepstakes

Bonefish Grill® is featuring *The Twelve Days of Happiness* Sweepstakes November 1-December 24, 2011. Beginning on November 1, guests can register their bonus cards for a chance to win prizes during the *Twelve Days of Happiness* which starts on December 13 and runs for 12 consecutive days through December 24. On each of these 12 days, every Bonefish Grill restaurant will award a "Dinner for Two" \$50 certificate to a lucky winner. At the end of the 12 days, one First Prize winner of a \$1,000 Amex gift card and one Grand Prize winner of a \$5,000 Amex gift card will be announced. Winners will be drawn from a merged list of online bonus card registrations, online registrations and in-restaurant purchases. No purchase necessary; click [here](#) for Official Rules.

Carrabba's Italian Grill® will feature a Holiday Sweepstakes for those who purchase \$100 worth of gift cards online. Customers ordering online can enter the Sweepstakes by registering their \$20 Bonus Card. One lucky winner will be picked at random to win a \$5,000 gift card. The winner will be announced in mid-January 2012. No purchase necessary; click [here](#) for Official Rules.

About OSI Restaurant Partners

OSI Restaurant Partners, LLC® portfolio of brands consists of **Outback Steakhouse®**, **Carrabba's Italian Grill®**, **Bonefish Grill®**, **Fleming's Prime Steakhouse & Wine Bar®**, and **Roy's® Hawaiian Fusion® Cuisine** with operations in 49 states and 24 countries internationally.

Outback Steakhouse® starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, **Outback** also offers a wide variety of crisp salads and freshly made soups and sides. With **Outback's** recently introduced wood-fire grill preparation, customers now have a choice as to how to have their steaks prepared. They can either enjoy the classic, "seasoned and seared" steak, or choose the distinct, flame-grilled flavor of oak wood on new wood-fire grills which is available for fine cuts of choice steaks, chicken and seafood.

Carrabba's Italian Grill® was founded by Johnny Carrabba and Damian Mandola in Houston, Texas in 1986, and features hand-prepared family recipes made from the finest ingredients and prepared to order in an exhibition kitchen. Best known for its wood-burning grill, Carrabba's is inspired by the many tastes of Italy. Signature dishes like Chicken Bryan, Pollo Rosa Maria and, of course, Marsala are enhanced by the taste of the grill. Other house specialties include Signature Pastas, with sauces made from scratch every day and traditional dishes such as Calamari, Margherita Pizza and Chicken Parmesan.

As the "Fresh Fish Experts," **Bonefish Grill®** specializes in market-fresh fish and other wood-grilled specialties. Knowledgeable and attentive **Bonefish Grill** Anglers (service staff) provide the best in "chef's coat service" and combine this with a big-city bar that offers bar fresh cocktails and an affordable, interesting wine list.

Fleming's Prime Steakhouse & Wine Bar® offers the best in steakhouse dining – prime meats and chops, fresh fish and poultry, generous salads and side orders—with a unique wine list known as the "Fleming's 100®," that features over 100 wines served by the glass.

First introduced in Honolulu by James Beard award winner Chef Roy Yamaguchi, **Roy's®** restaurant has become well known throughout the world for its **Hawaiian Fusion® Cuisine** featuring bold Asian spices, European sauces, and fresh local produce with a focus on premium seafood species.

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