ADVERTISING FEATURE

New Sawmill Set to Thrill!

With new beautiful décor and first-class food and service, The Sawmill Prime Rib & Steak House is pleased to formally announce the exciting addition of its newest Sawmill Prime Rib & Steak House location in Sherwood Park, Alberta.

Certain to be one of the finest dining establishments in the community, this upcoming location will be based from Franklin's Inn, centrally located in the heart of the park at 2016 Sherwood Drive in Sherwood Park, Alberta.

The Sawmill Prime Rib & Steak House is a welcome addition to the Sawmill franchise. Sherwood Park franchisees Richard and Vickie Gauthier are bringing their talented hospitality business expertise to the table to create a restaurant that is soon to be one of the highlights of Sherwood Park and surrounding area, according to The Sawmill Restaurant Group, Director of Operations, Mr. Len McCullough.

"We guarantee that Sherwood Park Sawmill Prime Rib & Steak House will be a breathtaking restaurant," said McCullough. Expected to open late this year to early 2010, the Sherwood Park Sawmill Prime Rib & Steak House will be recognized for their relaxed and elegant ambiance, exuded through rich tapestries, warm wood finishes and etched glass. Pat Roth Interior Design and Burnstad Consulting Ltd. who developed the stunning Sawmill Prime Rib & Steak House Capilano project have again been retained for the Sherwood Park location. The design team will focus and utilize extensive natural finishes featuring wood timber detail, slate, stone and metal/copper accents, while historical artwork from the Sawmill industry and Sawmill artifacts will additionally compliment the new and very modernized location.

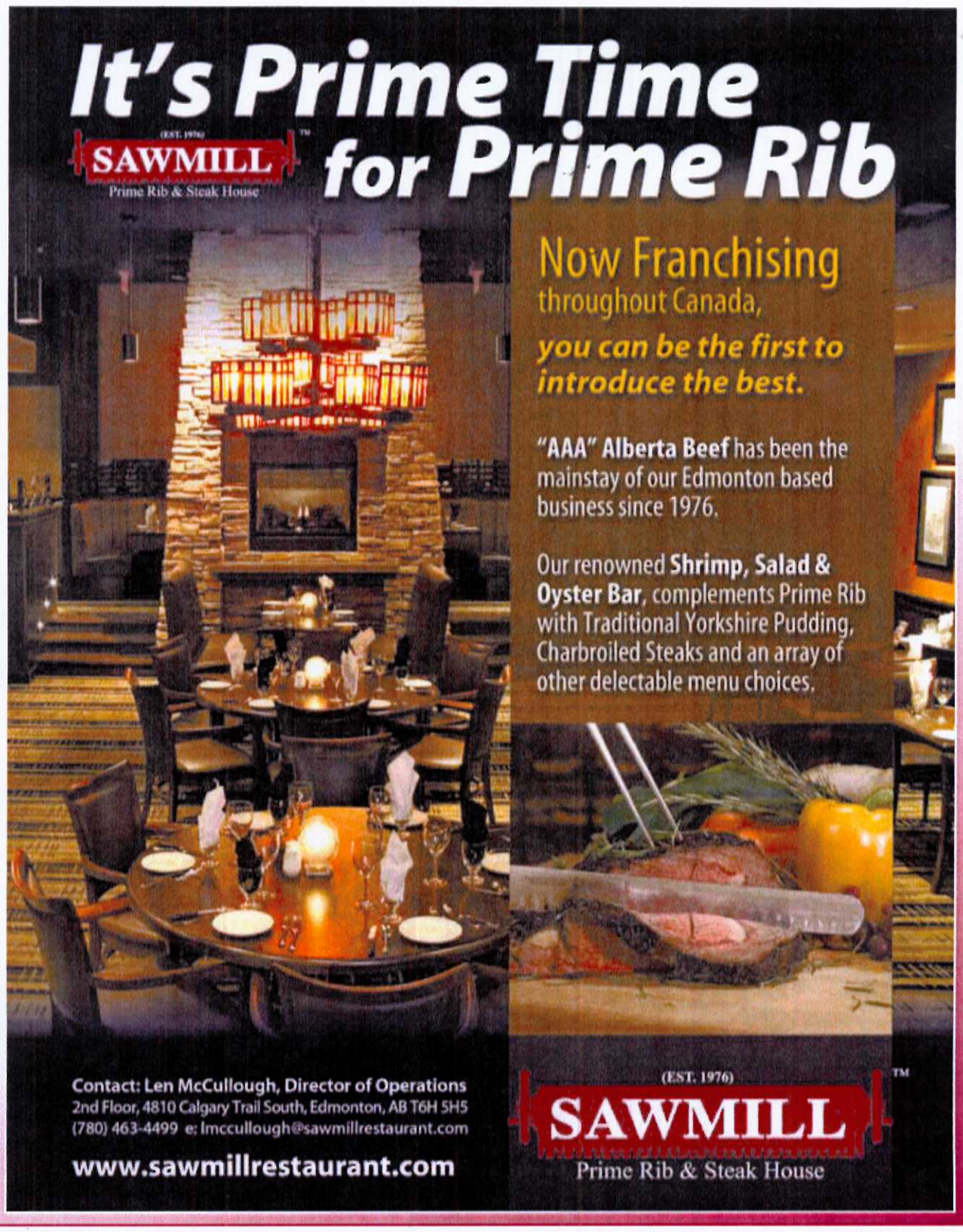
The Sherwood Park Sawmill location will have the unique additions of a video gaming entertainment room that will feature twenty-five Video Lottery Terminals and Edmonton Northlands Off-Track betting coupled with an anticipated two hundred seat premier sporting event lounge and further complimented by a warm and welcome dining facility. Team members with the Sherwood Park Sawmill Prime Rib & Steak House will pride themselves on services that meet the high standards set by the Sawmill Restaurant Group name.

"We are in the business of exceptional hospitality, said Tasker Goodchild, District Manager and son of founder Tom Goodchild. "It's our expertise and our profession therefore we take it very seriously. When it comes to guest services, we are always seeking potential team members who have a sense of sincerity and passion for the industry, which we have found and will mirror our new franchisees".

Of course, a Sawmill restaurant wouldn't be complete without legendary food and signature dishes that keep guests coming back for more. The key to any successful dish is careful use of fresh, high quality well prepared ingredients – especially true when it comes to Tom Goodchild's stringent specifications throughout his Steak House operations.

"We use only the finest ingredients at The Sawmill Restaurants which a significant amount of our fare is very regional as we proudly subscribe to Alberta "AAA" Beef Program" said McCullough. The menu featuring choice cuts of beef and renowned Roast Prime Rib is also complemented by world-class chicken, fish, pork, pasta, lamb and veal dishes.

The Sawmill Corporate Chef, Neil McCandless will be working closely with the Executive Chef of The Sherwood Park Sawmill Prime Rib & Steak House and their culinary team to ensure the highest-quality dining experience possible.

All the foundations are in place for the Sherwood Park location Steak House to be a success and with businesspersons Richard and Vickie Gauthier at the helm, the newest Sawmill location is sure to live up to the legacy of Sawmill Restaurant Group President Tom Goodchild.

According to McCullough, the Rotary Foundation of Rotary International recently named Tom Goodchild a Paul Harris Fellow Member, so the bar is set extremely high. The Sherwood Park Sawmill Prime Rib & Steak House will be a significant and high-class dining and lounge establishment with continued community involvement and support which The Sawmill Restaurant Group has a reputation for, and is dedicated and proud to be a part of.