



FOR IMMEDIATE RELEASE
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CHEVYS FRESH MEX® CONTINUES NATIONAL EXPANSION
Opens 7th Sacramento Regional Location - Chevys Fresh Mex® To Open in Rocklin

ROCKLIN, Calif. (August 24, 2007) – Chevys Fresh Mex®, a leading full-service, national casual Mexican restaurant chain, will open its newest location at 6604 Lonetree Blvd., Rocklin, California, on Monday, August 27th. The opening represents the 96th restaurant nationwide.

The originator of Fresh Mex®, Chevys has a menu featuring fresh and innovative Mexican dishes prepared from scratch using only the freshest ingredients. From their award-winning chips and mesquite grilled salsa, to their fresh tableside guacamole and seasonal fresh fruit margaritas, Chevys Fresh Mex® is “Alarmingly Fresh.” Chevys features nine sizzling different fajitas and serves them with their signature tortillas made by Chevys’ trademark EL MACHINO®, an authentic cast iron *comal*, or griddle, that turns out piping-hot, fresh tortillas for every guest.

The atmosphere in the Rocklin restaurant will be fun and festive with a border cantina décor that includes brightly colored walls; playful antique, Mexican vintage produce labels; starlight fixtures; and slogans interspersed on walls throughout the restaurant that showcase the personality of the restaurant.

“Chevys will be a welcome addition for local dining choices. This is a great opportunity to introduce the booming Rocklin community to Chevys Fresh Mex® cuisine and friendly, festive hospitality that are hallmarks of our national reputation,” says Chuck Rink, President of Chevys. “The Rocklin restaurant will offer appetizers, entrees, and drinks that are unique to Chevys and which are not available at any other Mexican-style restaurants. We think Chevys will be a welcome change-of-pace from the current casual dining options available in Rocklin.”

Chevys Rocklin will be open from August 27 – 31 for dinner only from 3pm-10pm, and will begin regular hours of operation on Saturday, September 1 from 11am-11 pm. For more information please call: 916-773-2554 or visit www.Chevys.com.

About Chevys Fresh Mex®

Chevys, Inc., is a leading independent Mexican restaurant chain in the U.S., with 96 Chevys Fresh Mex® Restaurants nationwide. Chevys originated the Fresh Mex® concept in Mexican cooking twenty years ago. Fresh Mex® is a registered trademark of Chevys, Inc. For more information about Chevys restaurants, please visit the company’s website at www.chevys.com.

About Real Mex

Headquartered in Cypress, California, Real Mex Restaurants is the largest full-service, casual dining Mexican restaurant chain operator in the United States with 158 restaurants in California and an additional 33 company-owned restaurants in 13 other states. They include 69 El Torito Restaurants, 68 company-owned Chevys Fresh Mex Restaurants, 35 Acapulco Mexican Restaurants, 10 El Torito Grill Restaurants, the Las Brisas Restaurant in Laguna Beach, and several regional restaurant concepts such as Who-Song and Larry’s, Casa Gallardo, El Paso Cantina and GuadalaHARRY’s. Real Mex Restaurants is committed to the highest standards and is dedicated to serving the freshest Mexican food with excellent service in a clean, comfortable and friendly environment. For more information, please visit the company’s Web sites at www.realmexrestaurants.com.

