

for immediate release
NEWS

Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808



Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

Japan Office

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

Chiba-shi, Chiba 261-7114

Japan

Ph.: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contact:

Jennifer Schertz

Certified Angus Beef LLC

330-345-2333, ext. 283

jschertz@certifiedangusbeef.com

Love Me Tender

Romano's Macaroni Grill® introduces premium Certified Angus Beef® tenderloin in time for Valentine's Day

WOOSTER, Ohio – Feb. 11, 2010 – Just in time for Valentine's Day, Romano's Macaroni Grill locations nationwide are upgrading one of the most popular restaurant cuts, adding premium *Certified Angus Beef®* tenderloin to their menu. The 200+-unit chain is marrying great taste with the renowned tenderness of the filet.

"We are very pleased to partner with Romano's Macaroni Grill, and look forward to their guests experiencing the quality of the *Certified Angus Beef®* brand," said John Stika, President of Certified Angus Beef LLC. "The tenderloin is famous for being the most tender cut of steak, but the brand's premium marbling ensures it's full of mouthwatering flavor, too. Whether it's for a special Valentine's Day meal or another evening out, customers are going to fall in love with this superb steak."

"We pride ourselves on using the freshest, highest quality ingredients possible, as we embrace the Italian Mediterranean style of cooking found along Italy's coast," said Antonio Iocchi, Director of Culinary Research & Development for Romano's Macaroni Grill. "The quality of the *Certified Angus Beef®* brand tenderloin is an ideal fit for our menu, which features simple recipes that let the natural flavors come through. Each dish is simply seasoned and exceptionally flavorful."

Romano's Macaroni Grill is featuring the prized cut in two dishes. The Center-Cut Filet is an 8-ounce aged *Certified Angus Beef®* filet, simply seasoned with fresh Mediterranean herbs and served with Calabrese potatoes and fresh grilled asparagus. The Aged Beef Tenderloin Spiedini features fork-tender *Certified Angus Beef®* tenderloin, grilled on skewers with fresh rosemary, sea salt and cracked black pepper, then served with colorful roasted vegetables.

About Romano's Macaroni Grill

Romano's Macaroni Grill is the premier Italian Mediterranean restaurant brand committed to serving Fresh, Simple and Authentic™ recipes that guests can enjoy every day. The menu features Fresh Antipasti, Authentic Neapolitan Pizza, Handcrafted Pasta and Mediterranean Grill specialties. Each dish is skillfully prepared by chefs in open kitchens using only the finest ingredients. Romano's Macaroni Grill serves delicious and flavorful Italian Mediterranean food in over 200 restaurants worldwide. For more information, visit <http://www.macaronigrill.com>.

About the Certified Angus Beef® brand

The *Certified Angus Beef®* brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best®*. For more information, visit www.certifiedangusbeef.com. Follow the brand on Twitter: www.twitter.com/CertAngusBeef or become a fan of: "*Certified Angus Beef®* brand" on Facebook.

###