

**Media Contact:**

Greg Abel  
Tailfin Marketing Communications  
[greg@tailfin.com](mailto:greg@tailfin.com)  
678-592-0785

**Tailfin Marketing Sizzles with Steak-Out Char-Broiled Delivery®**  
*Atlanta Company Adds National Chain to Client Roster*

**ATLANTA, GA (March 10, 2009)** - Steak-Out Char-Broiled Delivery has engaged Tailfin Marketing and Communications for strategic marketing and creative development as the restaurant chain revamps its brand and image in conjunction with plans for continued growth and expansion.

"In 2009, we will be focused on building a new foundation for growth. We wanted a strong, creative and experienced partner to drive the marketing portion of our effort," said Peter Petrosian, Chief Operating Officer for Steak-Out. "Tailfin is the perfect fit for our brand and our team."

Tailfin has been tasked with developing Steak-Out's new strategic brand platform, reinvigorating key identity pieces including new tagline and menu design as well as promotional programming, advertising and point-of-sale communications. Tailfin will also be overhauling Steak-Out's website and online resources, and building a stable of new marketing materials.

"We have extensive restaurant and retail experience and we are a true multidisciplinary shop, so on paper at least, Steak-Out really made sense," said Greg Abel, Tailfin's Director of Client Services. "Once we met and got to know the Steak-Out management team, it was a no-brainer. Both groups speak the same language, so this will be a terrific opportunity for us."

Steak-Out Char-Broiled Delivery is the largest chain in the United States dedicated to delivering delicious grilled steaks, burgers, chicken and seafood to both home and businesses for lunch and dinnertime meal occasions. New brand elements, created by Tailfin Marketing, should begin launching in current Steak-Out markets in the second quarter of this year.

**About Tailfin Marketing Communications**

Founded in 1999, Tailfin is a mid-sized, full-service marketing communications agency based in Atlanta, Georgia. Founded and directed by advertising and web development agency veterans Lola Carlisle and Greg Abel, Tailfin's operational philosophy is simple – deliver big-brand creative talent with small agency agility and personality. Clients include major international consumer brands such as The Coca-Cola Company and Hilton Hotels Corporation, a number of mid-sized national consumer and business-to-business brands, and a few local favorites just for fun. Tailfin's capabilities and work portfolio run the gamut, including strategy and message development, identity design, advertising development, web planning and design, sales support materials, package design, broadcast creative, promotional programming, environmental and tradeshow design and pretty much anything else you can shake a creative stick at. Tailfin is an active member of the National Women Business Owners Corporation.

###