



DINE and DISCOVER

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Casey's Grill • Bar unveils first prototype in Québec
...featuring unique new upscale casual dining environment, Casey's plans to double Québec locations in next two years...

Brossard, QC– January 31, 2008 – Casey's Grill • Bar, a Prime Restaurants of Canada Inc. ("Prime Restaurants") brand and one of Canada's most successful restaurant franchises, will officially open its first prototype restaurant in Québec - in Quartier Dix30 in Brossard on January 31, 2008. The unveiling of this 6,400 square foot prototype restaurant signifies Casey's renewed commitment to the Québec market where the brand is planning significant growth in the coming years.

"In a time when some English companies are leaving Québec, Casey's is re-energizing our Québec business and in the next two years we plan to double our locations," said Mario Di Criscio, Vice-président, Québec, Prime Restaurants of Canada. "Having successfully launched our new menu and new prototype design, our next focus is finding savvy franchisees in Québec to help us grow the business and realize the potential of the brand."

The new Casey's design and menu appeals to adults seeking a more contemporary dining experience at casual dining prices. Virtually every detail including the design, layout and décor, has been revamped to complement the menu changes made in 2006 to provide a truly upscale dining experience for casual diners. The new menu features a variety of internationally influenced cuisine, healthy choice options and Casey's best and most popular signature items based on original family recipes featured at the first Casey's that opened in Sudbury 27 years ago.

The first new Casey's prototype was unveiled in Milton, ON in December 2006 and over the next few years these new upscale design elements will be incorporated to all Casey's restaurants in Ontario and Quebec. An open kitchen, expanded bar, booths designed to provide a more intimate dining experience, more spacing between tables and lower lighting are some of the updated design elements.

The new south shore location is the first new Casey's to open in Québec since 1997. In Québec, Casey's are also located in Montreal, Boucherville, Dorval, Mont-Tremblant and Sainte-Foy. Casey's Québec locations were recently awarded a Silver in the "Best Resto-Bar" category at the annual « Les Pros de la Resto » organized by *Le Chef* - the leading francophone magazine for restaurants, hotels and institutions.

"Casey's popularity in Québec is sky-rocketing and - with the new upscale design and increased locations providing greater accessibility - we believe Casey's is well on its way to becoming Quebec's favourite casual-dining restaurant," added Di Criscio.

About Casey's Grill · Bar

Casey's Grill · Bar, a Prime Restaurants brand, is a franchised restaurant chain specializing in the casual dining category. The chain has 36 restaurants in Ontario and Québec. The new Casey's restaurant offers a contemporary dining experience with a variety of fresh, high-quality international cuisine and old favourites, known as "Casey's Classics" including Casey's Classic Back Ribs, Casey's Classic Chicken Wings and Casey's Classic Bloody Caesar. Casey's features casual dining prices in an environment that offers the perfect balance of comfort, style and energy. Visit www.caseysbarandgrill.com for more information.

About Prime Restaurants of Canada

Prime Restaurants of Canada Inc. operates and franchises a diversified portfolio of leading brands of casual dining restaurants and premium pubs across Canada under such trademarks as: "East Side Mario's," "Casey's," "Fionn MacCool's," "D'arcy McGee's," "Paddy Flaherty's," "Tir nan Og," "Bier Markt," and "Pat & Mario's."

Prime Restaurants Royalty Income Fund is listed on the Toronto Stock Exchange under the symbol EAT.UN. Visit www.primerestaurants.com for more information.

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