



FOR IMMEDIATE RELEASE

For more information, please contact:

Bryn Jones

bjones@huseinc.com

317.635.0636 x130

HARRY & IZZY'S PLANS EXPANSION WITH NORTH SIDE LOCATION

Independent restaurant to add new option for upscale American grill fare

INDIANAPOLIS – Harry & Izzy's lovers will soon be able to experience the restaurant's unique ambiance and world-class fare in a third location – on the north side of Indianapolis. The 8,500-square-foot restaurant, opening in November 2011, will occupy a free-standing location within the Rivers Edge Shopping Center close to new anchors Nordstrom Rack and The Container Store at the intersection of 82nd and Dean Road, less than one mile east of the Fashion Mall.

"I'm very excited to bring Harry & Izzy's to the north side of Indianapolis," said Craig Huse, co-proprietor, Harry & Izzy's. "Our new location will extend our brand in an area of town that will allow us to realize success while satisfying a need for an upscale American grill in the area."

Harry & Izzy's north side location will feature the same Prohibition-era Indianapolis feel such as the dark woods, lush fabrics and deep color palette that can also be seen at the downtown and airport locations. The new restaurant will seat approximately 285 guests inside and 65 guests on an outside patio.

"With the north side location, we are also looking to add new employees to our team," said Jeff Smith, operating partner of Harry & Izzy's downtown location. "We estimate the new restaurant to have approximately 115 employees."

Originally opening as a tribute to the former owners of St. Elmo Steak House, Harry Roth and Izzy Rosen, Harry & Izzy's continues to expand upon the classic dishes of its sister restaurant while offering other options such as pasta, pizza and sandwiches.

###