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STARR RESTAURANTS INTRODUCES STARR EVENTS: Special Events and Catering Services

Philadelphia, PA – March 3, 2008 – Imagine bringing Buddakan into your dining room for your next holiday party; not only recreating its delectable modern Asian cuisine, but also the rich crimson drapery, gold accents, contemporary place settings, and dim lighting. Imagine transforming your birthday extravaganza into the seductive, posh ‘library’ of Barclay Prime and wowing guests with a decadent menu of Kobe beef sliders and butter-poached lobster. Channeling the ‘ultra-experience’ of Starr Restaurants at your next private event is finally a reality. Starr Restaurants proudly announces the launch of its new catering division, **Starr Events** – recreating the inspired cuisine, exceptional service, and elaborate atmosphere of Starr’s restaurants at local and regional social, corporate, and private events.

“With Starr Events, we want to ‘reinvent’ the idea of the traditional catering and special event service,” says Stephen Starr, owner of Starr Restaurants and Starr Events. “As with Starr Restaurants, we will focus on creating the ultimate ‘experience’ – how the décor, ambiance, food, and service will combine to offer a sensory experience unlike any other.”

At the forefront of Starr Events will be accomplished hospitality expert, Simon Powles. Prior to joining Starr, Powles held senior management positions with Food For Thought, a growing Chicago-based special events and foodservice company, and Wolfgang Puck Catering and Events, where he was responsible for over \$25 million of revenue growth in four major markets. Powles’ experience also extends to catering for such prominent leisure and business sites as The John F. Kennedy Center for the Performing Arts and The National Museum of American History in Washington, D.C., as well as such high-profile political and social events as President Bill Clinton’s Second Inaugural lunch at the United States Capital building and The Governors Ball for the 73rd Annual Academy Awards.

“I have always greatly admired the diversity and creativity of Starr Restaurants,” said Powles. “I am thrilled to be part of the company’s continued growth.”

Based in Philadelphia, Starr Events will be the complete solution to catering and special events needs throughout the Greater Delaware Valley. Through partnerships with top professionals in the industry, Starr Events will assist with all aspects of coordination from concept design and venue selection to event aesthetics, including floral, lighting, and décor. Starr will shine, however, in the planning of inventive and unique food and beverage menus. With options such as sushi and sake from Morimoto and global tapas and classic martinis from The Continental, the food and beverage menus will present a wide array of favorites from Starr restaurants and original Starr Events signature dishes.

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In addition, Starr Events is also working to bring its services to cultural and business centers across the region. Aiming to elevate the consumers' overall experience at these venues, Starr's presence will bring value and appeal to discerning consumers looking to enjoy a fine art exhibit or musical performance without sacrificing the quality of a fine-dining experience. Future plans also include establishing Starr-owned venues throughout the metropolitan Philadelphia area and into Atlantic City.

Starr Events recently completed its first off-premise, full-catering event at the Philadelphia Auto Show's Black Tie Preview Gala at the Philadelphia Convention Center in February 2008. In a partnership with internationally renowned foodservice provider, Aramark, the official caterer of the Pennsylvania Convention Center, over 4,000 guests enjoyed a decadent menu filled with favorites from Tangerine, Alma de Cuba, Barclay Prime, Buddakan, Pod, El Vez, and Continental Mid-town.

"We were very excited to have had the opportunity to work with Starr Restaurants to provide cuisine for the 2008 Auto Show Black Tie Tailgate Preview Gala," says Kevin Mazzucola, Executive Director, Auto Dealers CARing for Kids Foundation. "The staff was very professional and their involvement helped elevate the level of our event, which achieved another record-breaking year in attendance."

For more information regarding having Starr Events cater your next event, please call (215) 923-2675 or e-mail, cateringinfo@starr-restaurants.com. For all media requests, please contact Holly Dean at Cashman & Associates (215) 627-1060 or holly@cashmanandassociates.com.

About Starr Restaurants

Founded in 1995 by Stephen Starr, Philadelphia-based Starr Restaurants is one of the fastest growing multi-concept restaurant companies in the country. Starr Restaurants include Buddakan; Morimoto; The Continental; Barclay Prime; Striped Bass; Continental Mid-Town; El Vez; Jones; Alma de Cuba; Pod; and Tangerine. In 2006, Starr Restaurants successfully launched two restaurants in New York City's thriving Meatpacking District: Morimoto, designed by Tadao Ando, and the Christian Liaigre-designed Buddakan. Later that same year, Starr Restaurants added Buddakan and Continental outposts in Atlantic City, New Jersey. In 2008, Starr Restaurants introduced its latest venture, Starr Events, a full-service, upscale catering and special events division. Stephen Starr has earned numerous awards and accolades, including being named as "Restaurateur of the Year" by *Bon Appetit* (2005) and *Zagat Survey New York City* (2007). Additionally, Starr was named the *Time Out New York* readers' choice for "Best New Out-of-Town Restaurateur" in 2007.

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