



FOR IMMEDIATE RELEASE

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**LA's FIRST *dineLA RESTAURANT WEEK* A BOON FOR
SOUTHLAND RESTAURANTS**

**Over 100,000 Diners Were Served and Restaurants Reported a
25% Average Increase in Sales**

(Los Angeles, CA) – Southlanders jumped at the chance to dine at tremendous values at some of the area's best restaurants during LA's first annual **dineLA Restaurant Week**, sponsored by LA INC. The Los Angeles Convention and Visitors Bureau and American Express.

Upon the initial feedback data reported back to dineLA, participating restaurants saw a 25% average increase in business with an estimated 100,000 dineLA customers served during the two-week event that ran from January 27 through February 8, 2008. All 140 restaurants involved offered specially-priced, three-course meals created specifically for this countywide culinary event. The official dineLA site, dineLA.com, tracked over 1.2 million page views during the promotion.

"The overwhelming positive response from diners and restaurants throughout LA illustrates the growing enthusiasm for the Los Angeles restaurant scene," said Mark Liberman, President and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. "dineLA Restaurant Week not only gave consumers the opportunity to enjoy dining experiences at special prices, but also drove new business to the restaurants."

Chef Ben Ford welcomed people from all over LA at his Culver City restaurant, Ford's Filling Station: "We had people from across town coming in to try out our dineLA menu. In fact, we extended the deal because it was so successful and are still feeling the residual business several weeks later. It was a great experience for us."

dineLA Restaurant Week presented such a significant benefit to many of the restaurants that several continued the promotion in some form, including: Table 8, All' Angelo, vin

bar at Valentino, Beacon, La Traviata, Abode (Mondays) and Ritual Supper Club (Tuesday – Thursdays).

“dineLA Restaurant Week accomplished our goal of getting people in our door so that they could finally discover Valentino and vin bar are not just for special occasions,” said Piero Selvaggio, restaurateur and owner of the Valentino Group. “Valentino and vin bar were packed every night with dineLA customers; we couldn’t have been more delighted to see all of these new, young faces.”

Overall, dineLA Restaurant Week was a long-awaited special event for both food lovers and restaurateurs alike, and upwards of 90% of the participating restaurants said that they are excited to participate again in 2009.

“We were really happy to have been involved with dineLA Restaurant Week. There's finally an event that thanks all of the diners in LA on behalf of the restaurant community for supporting our establishments throughout the year,” said Suzanne Tracht, chef/owner of Tracht’s and Jar restaurants. “Our patrons give us so much; it is really satisfying to give something back in return.”

This event is here to stay, and dates for the second-annual dineLA Restaurant Week will be announced soon. Visit dineLA.com year-round for the latest on LA’s chefs and culinary news.

About dineLA Restaurant Week

dineLA Restaurant Week unites restaurants from the traditional to the ultra trendy to promote the extraordinary diversity and brilliant culinary expertise found throughout LA’s restaurant scene. Presented by [LA INC. The Los Angeles Convention and Visitors Bureau and American Express](#), the annual dineLA Restaurant Week was established to introduce diners to the vast array of restaurants in neighborhoods throughout LA County. dineLA Restaurant Week took place over two consecutive weeks January 27 – February 1, 2008, and February 3 – February 8, 2008, and offered a selection of specially priced, three-course menus from some of LA’s best restaurants. [Sponsors and media partners](#) of dineLA Restaurant Week include American Express, The Los Angeles Times, Clear Channel Radio, KTLA and American Airlines. For more information, please visit: dineLA.com.

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