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**GOOD TASTE IS ON THE MENU AT PINEAPPLE SQUARE:
HYDE PARK PRIME STEAKHOUSE TO OPEN SARASOTA LOCATION**

SARASOTA, Fla. – May 21, 2007 – Soon, downtown Sarasota will have a new restaurant for diners and shoppers to enjoy: Hyde Park Prime Steakhouse. Today, developer Pineapple Square Properties, LLC, announced that Hyde Park Prime Steakhouse will be part of Phase One of its highly anticipated Pineapple Square project.

Hyde Park Prime Steakhouse is renowned for its superior menu, inviting atmosphere and first-class service. Owned by the Hyde Park Restaurant Group, of Beachwood, Ohio, Hyde Park opened its first locations in 1988 in Cleveland and Columbus and since then has consistently achieved national recognition by *Zagat* as one of Ohio's top steakhouses. Now the company is expanding into the Florida market.

“Hyde Park Prime Steakhouse is a first-class operation consistent with the quality of the retailers we are securing for our project,” says John Simon, CEO, Pineapple Square Properties, LLC. “This well-established upscale restaurant, which has locations in Ohio and Pennsylvania, will complement the unique array of businesses already in downtown Sarasota. In addition, it is yet another attraction that will continue to differentiate downtown Sarasota and Pineapple Square from all other retail destinations in the area.”

The new Hyde Park Prime Steakhouse will be located on the corner of Lemon Avenue and State Street, formerly the Ovo Café, and will occupy approximately 8,000 square feet. Regularly voted “best steak” by guests and critics, Hyde Park will appeal to a mix of clientele who seek the best in fine dining, including vacationers and hotel guests; the happy hour crowd; a couple enjoying a romantic dinner or a party of 50 celebrating at a private event.

Hyde Park's famous prime steaks are chargrilled at 1800 degrees to sear in the juices and brushed with a special creamy steak butter, all melting in your mouth. Many guests also return time and again for the exclusive Bone-In Filet Mignon.

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Preparing the same high-quality, aged USDA prime steaks for which its reputation was built, the chef-driven menu at Hyde Park will feature several creative variations of classic steak dishes, like the Steak au Poivre and Steak a la Oscar, and name them in honor of area sports legends, past and present. For example, in Cleveland, the Steak a la Oscar is dubbed the Steak Kosar, as tribute to former Brown's quarterback and Ohio native, Bernie Kosar. The Hyde Park Columbus, Ohio menu names the Steak au Poivre after PGA legend and Ohio State graduate, Jack Nicklaus. In Pittsburgh, the Steak Rooney is a tribute to Steelers owners, Art and Dan Rooney, who are frequent guests of The Hyde Park Prime Steakhouse. Hyde Park also features a complete menu of fresh fish and premium seafood flown in from all coasts.

Offering plenty of seating and private party rooms, Hyde Park represents the steakhouse of a new generation, and will introduce a modern décor with chic twists one is not accustomed to finding in the traditional steakhouse. The restaurants have a very metropolitan atmosphere along with an apparent energy sure to attract diners from around the region.

"We are truly excited to join the community of Sarasota and we appreciate its hospitable welcome," said Joe Saccone, president, Hyde Park Restaurant Group. "Our continuous drive for excellence, coupled with a dash of the unexpected is what keeps our guests' visits memorable. Pineapple Square was a natural fit for our second entrance into Florida and we look forward to making new friends."

Pineapple Square, located in the heart of downtown Sarasota, will be developed in three phases and ultimately will include up to 30-40 new retailers, 276 residences and more than 1,000 parking spaces, with over 525 of them for use by the general public. Phase One of the project encompasses new and renovated retail/ restaurant spaces along Lemon Avenue, with an anticipated completion of late 2007. The first three tenants of the project, which were announced in December 2006, include:

- **Brooks Brothers**, to be located on the southeast corner of Main Street and Lemon Avenue occupying 5,100 square feet of retail space. It is the country's oldest clothing retailer known for its fine quality clothing for men, women and boys.
- **Sur La Table**, to be located in a new building on the corner of Lemon Avenue and First Street, occupying 4,500 square feet of retail space. The company offers an

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expansive selection of cooking tools and serving pieces to prepare cuisines from around the world.

- **Pastry Art**, which is already open, is located at 1512 Main Street and is a well-known downtown coffee shop and bakery that has been serving Sarasota residents since 1997.

The Hyde Park Prime Steakhouse is scheduled to open in December 2007. For more information about the restaurant, visit www.hydeparkrestaurants.com. Those interested in learning more about Pineapple Square can visit www.pineapplesquaresarasota.com.

About Pineapple Square

Pineapple Square is downtown Sarasota, Florida's newest mixed-use retail and residential project, developed by Pineapple Square Properties, LLC, formerly Isaac Group Holdings, LLC. Located in the retail core of the City between Pineapple and Lemon Avenues, up to First Street, the project will be developed in three phases and ultimately will include up to 30-40 new national, regional and local retailers, 276 residences and a total of over 1,000 parking spaces, 525 of them for use by the general public. For more information about Pineapple Square, visit www.pineapplesquaresarasota.com.

Hyde Park Prime Steakhouse is an independent, award-winning, prime steakhouse specializing in aged USDA prime steaks; a blackboard menu featuring fresh fish and seafood flown in daily from all coasts; and an extensive wine program within a chic and modern decor. Owners, Joe Saccone and Rick Hauck opened the first Hyde Park Prime Steakhouse in 1988. Presently, the Hyde Park Restaurant Group operates 12 locations, including concepts Blake's Seafood Restaurant & Bar and The Metropolitan Café, across Cleveland, Akron and Columbus, Ohio, and Pittsburgh, Pa.

The company plans to continue its growth of The Hyde Park Prime Steakhouse into additional markets in Florida, including Daytona and Orlando, as well as Buffalo and Detroit. For more information, visit www.hydeparkrestaurants.com.

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