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Great Steak Tops Cheesesteak with Mac & Cheese

In addition to introducing a revolutionary new sandwich, Great Steak also showcases new branding and décor elements

SCOTTSDALE, Ariz. (March 29, 2010) – The Great Steak & Potato Co., known for offering premier Philly cheesesteaks, has just revolutionized this famed sandwich with the addition of an all American snack, Mac & Cheese. The **Philly Mac & Cheesesteak** is now available at Great Steak locations nationwide and is poised to impress Cheesesteak and Mac & Cheese aficionados alike.

Great Steak's new Philly Mac & Cheesesteak concept brilliantly combines two complimentary, savory taste profiles. Using the original Philly Cheesesteak recipe made with top-quality sirloin steak and grilled onions, the sandwich becomes deliciously different with the addition of rich, warm Mac & Cheese nestled in freshly baked bread. The Philly Mac & Cheesesteak will be available starting March 29 through Oct. 10 as a 7-inch sandwich for \$5.10 or a 12-inch sandwich for \$7.99, prices may vary per region. In addition to the new cheesesteak, guests can also order a side of Mac & Cheese or have it served on top of Great Steak's famed baked potatoes.

"Fortunately Great Steak's Original Philly Cheesesteak recipe and ingredients serve as a delicious foundation for innovation, making it easy to develop new menu items that will entice and excite our loyal guests," said Maggie Fearnow, marketing director of Great Steak. "The new sandwich has the essential cheese attribute of a traditional Cheesesteak but with a twist, making Great Steak's menu even more comforting."

In addition to this innovative new product introduction, the Great Steak brand has also unveiled an entirely new look including a classic-yet-contemporary logo that features an updated version of the original Great Steak font, along with a bold and colorful mural that pays tribute to the cheesesteak's American heritage with illustrations of famous American landmarks. Alongside these eye-catching branding elements, Great Steak has introduced updated packaging, an all-new web site and updated menu boards. New menu boards and store design elements will be optional for restaurant owners to purchase, while all locations are now receiving new packaging items including, cups, sandwich wrappers, fry containers and to-go bags.

For more information about Great Steak, please visit the Great Steak Facebook fan page at www.facebook.com/greatsteak.

About The Great Steak & Potato Co.:

Headquartered in Scottsdale, Ariz., Great Steak serves America's Premier Cheesesteak, made with quality ingredients aimed at satisfying cravings for an authentic Philly experience. Great Steak also pleases cheesesteak lovers with their famous fries, baked potatoes and salads. Founded in 1982, Great Steak has grown to nearly 200 franchised restaurants worldwide. In 2004, Great Steak became part of Kahala, a leading brand-building franchisor with a portfolio of 12 restaurant brands. For more information about Great Steak or Kahala visit www.thegreatsteak.com or www.kahalacorp.com.

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