

WordHampton

PUBLIC RELATIONS INC.

512 Three Mile Harbor Road • East Hampton, NY 11937 • (631) 329-0050 • (631) 267-1077 fx
423 Pulaski Street • Riverhead, NY 11901 • (631) 727-6204 • (631) 727-6106 fx
E-Mail: nicole@wordhampton.com • www.wordhampton.com

Who: American Roadside Burgers
What: American Burger Company's New Spin-Off!
Where: American Roadside Burgers
80 East Main St. Smithtown, NY
When: Mid-October

NEW: American Roadside Burgers Rocks Smithtown!

Road Stars, Rustic Interiors and Outrageously Good Eats

(Smithtown, New York, October 10, 2007) American Roadside Burgers, a spin-off of the Huntington and Hicksville-based American Burger Company, is opening its first location at 80 East Main Street in Smithtown—right on Route 25.

The expanded burger concept is an “Ode to the Road” - the open road that is. Featuring a rustic look with distressed black leather booths, hard wood floors, original barn siding, exposed ceilings, a farm sink, road warrior art work, WIFI, free Tootsie Rolls and a brand new Yamaha Road Star motorcycle parked in the dining area. The Yamaha Road Star will be given away on May 28, 2008, National Hamburger Day. Everyone who eats a Roadside Famous Road Star Burger will be entered to win—plus, get their name emblazoned on the Roadside Wall of Fame!

Now, for the burgers. Always fresh and always cooked to order, Roadside Burgers are lean and mean. And as an added value to Roadside guests, all toppings are FREE. Choose from a long list including lettuce, tomato, pickles, roasted jalapeno, relish, onion, pink, mushrooms, Texas petal, BBQ, mayo, ketchup, A-1—you name it, Roadside will add it to your burger.

Additionally, the expanded menu features the very best in Roadside favorites. Grilled hot dogs, their Original Wings with Fire, their Famous Onion Stack, crispy chicken, sweet potato fries, veggie burgers and slaw. There's even a Roadside Salad topped with southwestern favorites. Still hungry? American Roadside Burgers will leave you smiling when you finish your meal with one of their thick and frosty shakes, an ice cream sandwich or an order of their must-have: Lug Nuts—mini-donuts to go. All this and more for the best bargain around—just \$3.22 a burger.

Word around town is that the Stony Brook University rugby team will be camping out the night before the opening to make sure they're the first to eat the Famous Road Star and get their names on the wall. Join Roadside for their opening week mid October and receive free cheeseburgers, free merchandise and a whole lotta free fun.

American Roadside Burgers will be open every day from 11 a.m. until 11 p.m. For press information call WordHampton Public Relations at 631-329-0050. For more information call American Roadside Burgers at 631-382-9500 or visit www.americanroadsideburgers.com.