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Salt Life Brand Translates into Success in Restaurant Industry

Jacksonville Beach, Fla. April 28, 2011 – Salt Life Food Shack has experienced great success in the restaurant industry since its grand opening in January 2010. The success of the destination can be attributed to several factors including but not limited to: a widely recognized brand; quality food; valued priced menu selections; and an inviting atmosphere that exemplifies the Salt Life.

Salt Life, Inc. is a national apparel supplier that originated in 2003 by a small group of locals in Jacksonville Beach. The phrase “Salt Life” originally used among friends to describe the preferred life of an avid beach lover has now grown into a largely recognized brand and sub-culture. Once limited to stickers and decals in local surf shops, Salt Life offers a wide range of merchandise and is now distributed in over 4,000 stores, mostly concentrated on the East Coast. Merchandise includes men, women and children’s clothing, stickers and other various Salt Life accessories. The Salt Life line, still infamous in beachside surf shops and hang outs, can also be found in well-known large retail stores such as Dick’s Sporting Goods, Beall’s, West Marine and Gander Mountain.

Salt Life Food Shack is a natural extension of the Salt Life brand. It provides a destination for all those who love and appreciate the culture and attitude that surrounds the “Salt Life” – whether an avid diver, surfer, fishermen or simply a family that enjoys a day at the beach or on the sea. “The response to the restaurant has been great and everyone is anxious to get a taste of the “*Salt Life*,” said Greg Saig, Managing Partner.

Salt Life Food Shack has a laid back, beachy atmosphere with a large open-air dining area, extended full bar and an outdoor seating and lounge area. The surroundings are appealing to everyone with its beautiful photography of surfing, diving and fishing throughout, streaming video of true Salt Life moments and the laid-back beach attitude to match. The menu is as eclectic as the space; there is a wide variety of seafood and diverse items for all tastes. The food is always fresh and attests to the “*Salt Life*” displaying a selection of dishes from various exotic and treasured adventures – including the Caliche’s Tuna Poke Bowl (straight from Wishbones in Costa Rica), Hawaiian Shrimp Bowl, Sushi, Ceviche and Bahamian Conch Chowder. Of course, there are also the local favorites offered up like the Burger Club, Local Fried Shrimp and Beer Can Chicken, to name a few. Notably, all items are reasonably priced ranging from \$5 to \$15. Additional Weekly Get Togethers keep the regulars coming back for more – like Backyard Sundays, featuring the popular Beer Can Chicken, \$2 PBR’s and \$4 Bloody’s all day and Margarita Madness Thursdays with \$2 Margaritas, \$1 Bud Lite drafts and \$5 dozen oysters.

“We are really looking forward to opportunities that lie ahead,” said Greg Saig, Managing Partner. ““The response to the restaurant from the community and industry alike have been very positive and we are optimistic about the future growth of the company with additional locations currently being reviewed in Florida.”“

The Food Shack also makes a conscience effort to support local business by purchasing select menu items from Mayport and home made deserts from a local bakery. Additionally, Salt Life Food Shack has been very active in supporting local community organizations benefiting a variety of groups, like Never Quit, a family-operated local organization whose mission is to educate the community on healthy living in order to avoid brain bleeds, stroke and heart disease. “Our relationship started well before we opened our doors. We knew we wanted to support local organizations with like-minded goals and objectives,” said Greg Saig, “Never Quit seemed like an appropriate fit – they are a tight knit family, like we are, and they certainly understand and live the Salt Life – day in and day out.” (neverquitnever.com)

About Salt Life

Salt Life, Inc., an east coast company originating from a lifestyle in a small beach town has now grown to a national apparel supplier for over 800 locations. Once a simple phrase uttered on a spearfishing trip, “*Salt Life*” is now a widely recognized sub-culture amidst avid divers, surfers, fishermen and everyone who loves the sound of surf, sand in their shoes and beautiful seas. It's a way of life, a matter of choice, and one that we are proud to be a part of and why so many display these two simple words on their shirts, shorts, cars and boats. For more information on Salt Life, Inc. visit www.saltlife.com

About Salt Life Food Shack

Salt Life Food Shack is a natural extension of the values and lifestyle exemplified by Salt Life, Inc. Salt Life Food Shack was developed with the commitment to provide a community driven restaurant that compliments the brand where "living the Salt Life" is a part of everyday life. We offer a carefully crafted eclectic menu to cater to all tastes and personalities. Salt Life Food Shack of Jacksonville Beach is just the first of hopefully many destinations to provide the perfect locale for beach goers to enjoy great dishes, cool drinks and the opportunity to catch up with family and friends. We are located just three blocks off the beach and our casual yet trendy open-air space will accommodate all types – from the avid seaman to land lovers looking for a taste of the Salt Life. It's your choice of flops over loafers... and now your ideal choice for lunch or dinner! So bask in "the life" and pull up a stool. Eat, Drink and above all, be Salty.

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