

# PRESS RELEASE

Terry Zelen, President  
Zelen Communications, Inc.  
813-250-1530  
[tzelen@zelencomm.com](mailto:tzelen@zelencomm.com)  
Visuals attached

March 3, 2009  
For Immediate Release

BEEF 'O'BRADY'S SPORTS NEW LOOK  
Zelen Communications tapped for new menu design

Tampa, FL, September XX, 2008 - Tampa, FL-based Beef 'O'Brady's Family Sports Pubs, a national restaurant franchise with 264 locations in 22 states, has embarked on its re-branding journey by contracting Zelen Communications, Inc. to redesign the restaurants' existing menus.

This is the first step in updating the look and feel of the restaurant chain in keeping with its Irish name and sports pub concept. Zelen Communications unveiled a fresh design to convey Beef 'O'Brady's more upscale menu and to make the restaurant more immediately recognized in its crowded niche. The new design presents menu options in a simpler, easy-to-read format complemented by photographs that emphasize the variety of food offerings, the family-friendly atmosphere, and the restaurant's Irish heritage and sports focus.

According to Julie Thomas, Beef 'O'Brady's marketing director, "I was pleased with the entire menu redesign process. From ideation to the actual printing, Zelen Communications listened to our input and that of our customers to come up with multiple designs to choose from. The only tough part...choosing just one that we thought would best drive appetite appeal and sales for our brand."

At Zelen Communications, Jim LeClair was art director for the project, Terry Zelen was creative director, and Darby Nolan acted as project manager.

-end



#### ABOUT ZELEN COMMUNICATIONS

Established in 1992 (as Dogged Design and Netropolis), Zelen Communications offers an array of marketing communications services ranging from print campaigns, direct mail, brochures, signage, billboards, logos, and corporate identity packages to radio advertising, web site development, web banners, streaming videos, interactive web content, corporate videos, e-mail blasts, and viral marketing. The firm's clientele includes Achieve Global, Community Hospital, Nohl Crest Homes, Schaeffer Pens, The Sembler Group, TMP Worldwide, University of Tampa, USC Consulting Group, and Westfield Malls. Zelen Communications is located at 304 S. Melville Avenue in Tampa. Contact them at 813-250-1530 and learn more about the company by visiting [www.zelencomm.com](http://www.zelencomm.com).

#### ABOUT BEEF O'BRADY'S

Beef 'O'Brady's Family Sports Pubs is a family-friendly Florida-based restaurant franchise established in 1985 by Jim Mellody. The original Beef 'O'Brady's restaurant is in Brandon, FL and the home office is near downtown Tampa. Franchisees spread throughout the Southern and Midwestern United States, reaching as far northwest as Northfield, Minnesota, as far southwest as Texas and as far northeast as Maine. As of February 2008, the franchise has 264 locations in 22 states. For more information, visit their web site at [www.beefobradys.com](http://www.beefobradys.com).

