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FOR IMMEDIATE RELEASE

“Hofbräuhaus Pittsburgh to Announce Official Plans for SouthSide Works Location”

South Side, Pittsburgh – Hofbräuhaus Pittsburgh and SouthSide Works will announce plans for the 17,000 square foot restaurant at the SouthSide Works with an official lease signing event **on Friday, July 28 at 11:30 AM in Town Square at SouthSide Works.**

Featured guests will include **local politicians, Soffer Organization representatives, Mr. Nick Ellison and Mr. Eric Haas**, Principals of Hofbräuhaus Newport and Hofbräuhaus Pittsburgh, **Dr. Michael Möller**, Managing Director of Hofbräuhaus Munich and **Ferdinand Schumacher**, President of Hofbräuhaus of America. Following the remarks, guests will get a sneak peak of what is to come at the SouthSide Works with Official Hofbräuhaus beer and Bavarian Pretzels served by a Bavarian Pretzel Girl.

Mr. Ellison emphasized “we are proud to join the rich brewing tradition of Pittsburgh.” Featuring genuine Bavarian cuisine, American favorites and world famous beers of the royal brewery in Munich, **Hofbräuhaus Pittsburgh plans to open in Fall 2007**, which will mark one of only three Hofbräuhaus restaurants in the United States.

“The Soffer Organization is very excited to add the Hofbräuhaus to its tenant mix. It is a unique restaurant and entertainment venue that is perfect for not only the SouthSide Works, but the City of Pittsburgh,” says R. Damian Soffer, President/CEO of Soffer Organization. Pittsburghers will now be able to enjoy many of the traditions from Germany that have made Hofbräuhaus famous. From the traditionally decorated rooms in the building to the beer that is brewed on-site, and of course the excellent German fare, Hofbräuhaus Pittsburgh will be a memorable experience for all.

Fun and friendly is the atmosphere in the Bier Hall, with live music and about 600 soon to be close friends. There is also a quiet dining room for those who want to simply come and enjoy the delicious Bavarian fare. Many dishes are prepared with ingredients specially made locally

for the Hofbräuhaus or imported from abroad. The Biergarten, with freshly planted trees and shade awnings, will seat an impressive 400 guests.

The heritage of Hofbräuhaus is the beer. Over 500 years ago the first Hofbräuhaus beer was crafted. Pittsburgh will have a Brew Master from Munich supervising the production of four varieties plus Seasonal Specialties of the authentic Hofbräuhaus beer brewed according to Hofbräuhaus Munich's recipes. For those of us accustomed to American brews, Munich has developed twelve seasonal specialties and Hofbrau Light.

Hofbräuhaus Munich, originating in Germany, is an institution of worldwide fame and has marketed its famous brews to countries across the world. For centuries the only Hofbräuhaus establishment could be found in Germany. In 1999 Hofbräuhaus branched out, opening an establishment in Dubai. The company made its introduction to the US in 2003 with Hofbräuhaus Cincinnati, shortly followed by a second Hofbräuhaus opening in Las Vegas. Hofbräuhaus is proud to contribute to the long German brewing tradition in Pittsburgh.

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