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McALISTER'S WANTS TO SHARE THE LOVE

RIDGELAND, Miss.--Everyone has a favorite menu item at McAlister's Deli, whether it's a Texas size spud, classic club or those giant chocolate chip cookies. But, it may be time to make way for a new favorite as McAlister's announces two limited time menu offerings beginning on September 7th: the new Turkey Florentine sandwich and Italian Cream Cake. Filled with delicious smoked turkey, fresh spinach and silky provolone cheese and topped with a phenomenal spinach and artichoke spread, the Turkey Florentine is served fresh, hot and on an artisan baguette and it can also be part of a Choose Any Two combination. (Choose Any Two is a specialized menu offering where guests are allowed to choose two halves of ANY salad, sandwich or spud or cup of soup at one low price point.)

Also available for a limited time is the Italian Cream Cake. It is a decadent addition to the menu, with three layers of rich buttermilk cake bursting with coconut and walnuts. It is filled and covered with cream cheese icing and topped with toasted coconut and pecan pieces.

But, McAlister's is not focusing just on giving the guests what they want, but also giving back to the community. On September 25th and 26th, McAlister's will donate the entire purchase price of every cookie sold to Share Our Strength, an organization working to put an end to childhood hunger in America (www.strength.org) And, when guests purchase a cookie, they'll also receive a card for a FREE cookie to use on their next visit to the restaurant. The promotion is part of Share Our Strength's Great American Dine Out, a program in which McAlister's has participated since the fundraiser's inception.

"Share Our Strength isn't just something that we participate in at McAlister's, it's something we truly believe in and are proud to be a part of," states Annica Kreider, Vice President of Marketing at McAlister's Corporation. "We are passionate about our commitment to ending childhood hunger in America, not just as a corporation, but as a restaurant, as members of our communities and as individuals. And, it gives us a chance to do what is at the core of what we all do best: feed those that are hungry."

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McAlister's Corporation, headquartered in Ridgeland, Miss., is a quick-casual restaurant featuring efficient counter ordering, attentive table service, over 100 different high-quality, deli-style foods and great value. McAlister's was recently named one of the Best 10 restaurants for families by *Parents* Magazine for their commitment to healthfulness and choice on the menu. Currently, McAlister's Deli has over 290 restaurants operating in 23 states.