

FOR IMMEDIATE RELEASE

**RAMMP HOSPITALITY CELEBRATES MILESTONE WITH GRAND OPENING OF FIRST
MR MIKES® STEAKHOUSECASUAL IN ONTARIO**

National Franchise Opens First Eastern Canada Restaurant in Welland, ON

WELLAND, ON – November 21, 2017 – RAMMP Hospitality Brands Inc. (RAMMP) the parent company behind Canadian restaurant franchise MR MIKES® SteakhouseCasual (MR MIKES®), is proud to announce the opening of the franchise’s first location in Ontario. The restaurant will open its doors in Welland on November 21, 2017 and marks the first Eastern Canada location for MR MIKES® in its nearly 60-year history.

Recognizing Ontario’s strong economy and favourable business conditions, RAMMP saw an opportunity to grow the national franchise in Eastern Canada. The expansion into Ontario is a reflection of RAMMP’s ongoing commitment to bring MR MIKES®’ casual dining environment and comfort food favourites to Canadians from coast to coast. MR MIKES® Welland marks 37 locations for the national franchise, which currently boasts 36 locations across B.C., Alberta, Saskatchewan and Manitoba.

“MR MIKES® Welland signifies an incredible milestone for both the company and RAMMP Hospitality,” said Rick Villalpando, Senior Vice President Business Development for RAMMP Hospitality Brands. “As a leader in the restaurant franchise industry, RAMMP understands the importance of finding the right team and the right place before embarking on a new venture. Welland’s vibrancy and continued growth is exactly what we look for when determining where to expand next, and we look forward to bringing Ontario residents great food and exceptional service in a laidback environment. We are confident that this will be the first of many MR MIKES® locations to open in Eastern Canada.”

MR MIKES® SteakhouseCasual is a proud Canadian company. Established in 1960, the MR MIKES® brand is well known and loved for its irreverent and comfortable non-pretentious steakhouse experience that resonates with Canadians for great food, affordable indulgences and unique style. RAMMP currently operates 37 MR MIKES® across Canada and plans to continue the brand’s expansion across the country with the opening of an anticipated 60 locations over the next 10 years.

For more information about MR MIKES®, please visit: www.mrmikes.ca. For more information about RAMMP Hospitality Brands Inc., please visit rammp.net.

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About RAMMP Hospitality Brands Inc.

RAMMP Hospitality Brands Inc. was created by a group of senior restaurant industry specialists with over 100 years of combined experience. Their goal is to build national hospitality brands

through long-standing and profitable franchisees that are well supported by leading processes and practices at the franchisor level. RAMMP's growing success is built on the strength and commitment of the partnership between the franchisees and the RAMMP team. For more information, visit: www.rammp.net.

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