



SONNY'S BAR-B-Q ANNOUNCES ENGAUGE AS NEW ADVERTISING AGENCY OF RECORD

Maitland, FL, June 29, 2009 - Sonny's Franchise Company, parent company of Sonny's Real Pit Bar-B-Q, one of the largest Bar-B-Q chains in the Southeast, announced today that Engauge, will become its new agency of record as of July 1st. Engauge, a national marketing solutions agency is now retained for creative, media planning and buying, interactive and social media, and account management services under the direction of Sonny's Franchise Company for its corporate and franchise restaurants. Engauge's Orlando office will lead the account.

"After a lengthy RFP process involving sixteen prominent agencies, we chose Engauge because we were impressed with their creativity, reputation and industry experience," said Monique Yeager, director of corporate affairs and marketing for Sonny's Franchise Company. "We are excited to see the contributions they will offer as we work together continuing to cultivate our celebrated brand while producing the utmost dining experience for our guests."

"We are very excited to begin working with Sonny's," said Barb Scherer, president of Engauge's Orlando office. "It is a heritage brand that many of us grew up with in the South. We look forward to making the Sonny's brand an even bigger part of people's lives."

The announcement comes as Sonny's Bar-B-Q continues its growth with its newest location under construction in Orlando's Lee Vista restaurant district. The 41 year-old restaurant company has 129 restaurants in nine Southeastern states and continues to grow.

Sonny's Bar-B-Q was recently voted Top 5 Best-Value Chains nationwide by *Consumer Reports Magazine*, and *Parents Magazine's Top 25 Family Restaurant Chains*. The readers of *The Orlando Sentinel* consistently vote Sonny's as the Best Bar-B-Q in Central Florida and *Southern Living Magazine* named Sonny's the overall Best Bar-B-Q award. Other notable honors Sonny's Real Pit Bar-B-Q has received include numerous Best Bar-B-Q awards by the readers and editors of various state and local publications including *Florida Today*, *The Orlando Business Journal*, *Ocala Magazine*, *South Shore News & Tribune*, *The Panama City News Herald* and *Tallahassee Magazine*. Sonny's has been recognized by the *National Restaurant Association* for its community involvement and is among the Top 10 List of *The Orlando Business Journal's* privately held companies.

For more information or to find your local Sonny's Bar-B-Q restaurant and hours of operation visit www.sonnysbbq.com.

About Sonny's Real Pit Bar-B-Q

Floyd "Sonny" Tillman founded Sonny's Real Pit Bar-B-Q in 1968 in Gainesville, Florida. Today, Sonny's has more than 129 restaurants with over 6,000 team members in nine southeastern states. To view a menu or to learn more about Sonny's Bar-B-Q, visit www.sonnysbbq.com

About Engauge

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge's three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, Galaxy Nutritional Foods, Huntington Bank, Baldwin Park, Florida Citrus Sports, Castle & Cooke and Rosen Hotels & Resorts. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando. Learn more about Engauge at www.engauge.com.

###