



FOR IMMEDIATE RELEASE

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LM Restaurants supports Breast Cancer Awareness Month

LM Restaurants Introduces the Ta Ta Tini to raise funds for breast cancer screenings

Raleigh, NC – LM Restaurants will raise funds to support breast cancer screenings, treatment, education and support for the underprivileged this October in conjunction with Breast Cancer Awareness Month. In order to do so, all thirteen of LM's restaurants will offer a 'Ta Ta Tini' October 1 through October 31.

\$1 from each 'Ta Ta Tini' sold will benefit local organizations that provide breast screening and treatment services to the underserved. Ta Ta Tini sales from Eddie Romanelli's, Henry's, Bluewater and Oceanic will benefit The Pink Ribbon Foundation in Wilmington, NC. LM's Triangle-based restaurants, Carolina Ale House, Bentley's at Crossroads and Taverna Agora will donate their proceeds to The Pretty in Pink Foundation in Raleigh, NC.

"Cancer is a disease that affects all of us," explained Lou Moshakos, President and Owner of LM Restaurants. "In the hospitality business, we are bound to serve people every day who deal with the disease one way or another. Raising funds for women in our local community who otherwise may go undiagnosed or untreated for breast cancer is just one small way our organization can help save lives in the fight against breast cancer."

The drink concoction? A yummy combination of fresh fruit juices, rum, pina colada & grenadine.

LM Restaurants is the parent company of several award-winning restaurants on the East coast (www.lmrest.com). **Carolina Ale House**, celebrating 10 years of business in 2009, boasts eleven locations (six locations in the Triangle, a location in Terminal 2 of RDU International Airport, two locations South Carolina and two in South Florida.) Additional locations are in the works for 2009 (Fayetteville & Wilmington, NC) and two more confirmed for 2010 (Greenville, SC and a rooftop concept in downtown Raleigh.) **Taverna Agora** (Raleigh) is an authentic Greek restaurant and bar; **Bentley's at Crossroads** (Cary) is a casually elegant steak and seafood concept located in Crossroads Plaza. **Oceanic** (on Wrightsville Beach) offers fresh seafood and panoramic beachfront dining; **Eddie Romanelli's** (Wilmington and Leland) offers American Italian cuisine. **Henry's** (Wilmington) is a casual American restaurant and **Bluewater** (Wrightsville Beach) is a picturesque waterfront grill situated on the Intracoastal Waterway. In addition to its restaurants, LM Restaurants also manages **Atlantic Quest Catering** (Wilmington, NC.)

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LM Restaurants Supports Breast Cancer Awareness Month, Cont.

Since its inception in 1998, **the Pink Ribbon Project** at New Hanover Regional Medical Center's Foundation has raised more than \$1 million dollars and provided over 4,000 "Comfort Bags" to area woman as they undergo treatment for cancer. In addition to the Pink Ribbon Comfort Bags, proceeds from the Pink Ribbon Project provide funding for uninsured women receiving mammography through the Coastal Care Van- the region's only mobile cancer screening van, as well as additional diagnostics should a suspect screening occur.

Pretty in Pink Foundation is the only not-for-profit organization in North Carolina that provides financial resources for uninsured and underinsured breast cancer patients with limited financial means. Founded in 2004 by breast surgeon Dr. Lisa Tolnitch, Pretty In Pink's vision is to have a presence in every state by 2020. More than ninety percent of donations go directly to providing the funding for necessary treatment, surgery, support and resources to help breast cancer patients win the fight. Pretty In Pink Foundation is able to minimize operational costs by maintaining a committed group of volunteers and supporters to further its efforts. For more information on donating, sponsoring, volunteering or applying for hardship funding, please visit www.prettyinpinkfoundation.org.

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