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New Shane's Rib Shack TV Commercial Created by MELT, LLC

Shane's Rib Shack Scores a Touchdown with "Every Day is Game Day" TV Spot!

ATLANTA, GA (October 1, 2010) – Shane's Rib Shack, LLC, and **MELT, LLC** are pleased to announce the launch of Shane's Rib Shack's new "Every Day is Game Day" Television Commercial. The 30-second television spot was conceived, shot and produced in collaboration with it's agency of record, Atlanta-based **MELT** (Marketing, Entertainment, Lifestyle, Trends), features Shane Thompson, Founder and President of Shane's Rib Shack and infuses his passion for BBQ and love of sports in a humorous take on "Game Day" BBQ preparations!

The new "Every Day is Game Day" commercial also highlights the commitment of Shane and the entire Shack Crew to provide the best quality, best tasting BBQ to their loyal customers.

"Shane is a natural in front of the camera and we wanted to share his enthusiasm and outgoing personality with the public," said Vince Thompson, President & CEO of **MELT**. "The goal was to create a commercial that would be entertaining and be a perfect way to connect with his audience and ensure Shane's Rib Shack is always top of mind when consumers are planning their Game Day feasts!"

The Shane's Rib Shack "Game Day" commercial will air on cable networks in strategically placed markets. Viewers can also view the commercial and the hilarious outtakes on Shane's Rib Shack Official Website (www.shanesribshack.com) or Facebook page (<http://www.facebook.com/home.php?#!/shanesribshack?ref=ts>).

To view the Shane's Rib Shack "Game Day" commercial, click on the accompanying video image or link:

<http://www.youtube.com/watch?v=0dhCsZEC4oc>

About MELT

MELT, LLC (formerly Creative Presence Partners) is an Atlanta based fully-integrated marketing agency offering clients advertising, original content development, digital, social media, event and experiential marketing, retail and consumer promotions, brand strategy and sports property evaluation and activation. Founded by CEO and President Vince Thompson in 2001, MELT represents major consumer brands and corporations including The Coca-Cola Company, Fox Sports, Avon, State Farm,

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and The Southeastern Conference. To learn more about Melt's clients, services and results, please visit the newly relaunched web site at www.meltatl.com.

About Shane's Rib Shack

Shane's Rib Shack, a Petrus Brands company, is a true American rib shack, known for its slow-cooked ribs, hand-chopped chicken and pork, and many southern sides to complement each plate. The Original Shack was founded in 2002, in rural McDonough, Ga. by Shane Thompson, who started the restaurant with his grandfather's secret BBQ sauce. Since becoming a franchised restaurant in 2004, Shane's Rib Shack has grown to become the country's fastest growing fast-casual barbecue concept. Shane's Rib Shack was selected as #56 on the *Fast Casual Movers and Shakers* list of 2009 and selected to Franchise Times Fast 55 list, highlighting the very best of the Fast Casual industry's over 600 restaurants. Shane's Rib Shack currently operates more than 65 locations. For more information, visit www.shanesribshack.com.

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