

FLEMING'S PRIME STEAKHOUSE & WINE BAR PARTNERS WITH WORLD'S PREMIER LUXURY JEWELER TO OFFER THE ULTIMATE VALENTINE'S DAY EXPERIENCE

Luxurious "Wine, Dine & Sparkle" experience will feature an indulgent menu and elegant jewelry pairing

TAMPA, Fla; January 31, 2017 —Fleming's Prime Steakhouse & Wine Bar is partnering with a luxury Fifth Avenue jeweler to provide a one-of-a-kind Valentine's Day experience. Guests can celebrate their love with dinner for two and the ultimate pairing of a luxurious jewelry piece. The \$1,000 "Wine, Dine, & Sparkle" experience is available Feb. 10-14.

Upon making a reservation, Guests can choose from a variety of jewelry designs, for both men and women, to find the perfect piece that matches their partner's unique style and personality. Each handpicked gift will be delivered to the table that evening for a stunning surprise. Guests must make a reservation and select a gift by Feb. 7 to participate.

"We wanted to create a truly unique experience for couples on Valentine's Day," said Patty Trevino, Fleming's Chief Marketing Officer. "By partnering with one of the world's most iconic jewelers, we're combining two Valentine's Day traditions—an indulgent evening out and gifts of elegant jewelry—and offering them to our Guests together in a romantic setting."

The "Wine, Dine & Sparkle" experience will feature a special four-course Valentine's Day menu including an Amuse-Bouche of Sea Scallops, Shrimp and Grits, and a choice of Fleming's Salad or Caesar Salad. For the main course, Guests can select an 8oz Filet Mignon paired with New Zealand Ora King Salmon or an Australian Lobster Tail, and a bottle of the JCB Brut Burgundy No. 21 to accompany the dinner. The evening will end on a sweet note with a Raspberry White Chocolate Bread Pudding. At this time, your jewelry piece will be hand-delivered to your table so you can present it to your special someone.

Each restaurant is offering a limited number of these one-of-a-kind "Wine, Dine & Sparkle" experiences.

Fleming's is also featuring a three-course Valentine's Day Menu at its 68 locations Feb. 10-19 starting at \$79.95 per person* (prices vary by locations). To reserve your Valentine's Day experience, please visit Flemingssteakhouse.com.

About Fleming's Prime Steakhouse & Wine Bar

Nationally acclaimed Fleming's Prime Steakhouse & Wine Bar offers the best in steakhouse dining – Prime meats and chops, fresh fish and poultry, generous salads and side orders — with a unique wine list known as the Fleming's 100[®], which features 100 wines served by the glass. Fleming's was launched in Newport Beach, California, in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 68 restaurants nationwide and one in São Paulo, Brazil. Fleming's is the recipient of numerous prestigious awards, including

Wine Spectator's annual Award of Excellence. For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100[®], please visit www.FlemingsSteakhouse.com.

###