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Native Texan Restaurants name KGBTexas as Public Relations Agency of Record

Stone Werks and Z'Tejas select the agency to lead communications campaigns

SAN ANTONIO (September 9, 2010) - Stone Werks Big Rock Grille, a local chain of upscale casual restaurants, and Z'Tejas Southwestern Grill, a longtime favorite of Austinites, have chosen KGBTexas .communications as their public relations agency of record. The two become a part of the agency's impressive list of culinary accounts.

KGBTexas will help create and implement a strategic public relations and social media program to support Stone Werks' marketing communications, with a focus on bringing awareness of the eatery's new Rim location, restaurant events and education of the freshly-prepared signature menu led by Executive Chef Timothy Longo, who has worked alongside some of the premiere chefs in San Antonio.

Z'Tejas will open its doors for the first time in San Antonio in early November. KGBTexas will help generate awareness of the Z'Tejas brand in San Antonio and build grand opening excitement to drive initial business and establish a solid customer base. Events currently being planned to celebrate the restaurant's arrival to San Antonio include a fundraising event to benefit the Children's Shelter of San Antonio and Thanksgiving for the Troops, a special effort to provide a Thanksgiving feast for members of the military and their families stationed in San Antonio. The newest location, located at the Shops at La Cantera, will offer the bold robust flavors of Arizona, California, Louisiana, New Mexico and Texas for which Z'Tejas is known.

"We are thrilled with the opportunities that exist for both of these clients," said KGBTexas CEO Katie Harvey. "Not only do we get to work with a well-known restaurant in our community that we visit often, but we have the privilege of introducing San Antonio to a wonderful dining concept that many of us already know and love. We are so proud to call these restaurants our clients and grateful for their partnership and trust in what we can do for their businesses."

The Stone Werks success story started in 1994 with the opening of the Stone Werks Caffe & Bar in the Quarry Village. A winning formula of casual comfort, great food and the best patios in San Antonio has helped the company in expanding to locations in the Vineyard and, most recently, the Rim.

"Stone Werks is proud to have been serving San Antonians great food in a lively, fun atmosphere for over 15 years," said Richard Maddux, co-owner of Stone Werks Big Rock Grille. "As we continue to grow and serve new customers in new locations, we're joining KGBTexas to help raise awareness of why Stone Werks is the choice for casual dining and outdoor entertainment."

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Because Z'Tejas originated just 60 miles north of San Antonio in Austin, a segment of San Antonio is familiar with the Z'Tejas brand from having lived in or visited Austin. The Z'Tejas experience and savory menu has earned the restaurant national acclaim.

"San Antonio's amazing culture and spirit have inspired our most recent addition to the Z'Tejas family," said said Z'Tejas President and Chief Executive Officer Steven A. Micheletti.. "The growth in this city, the La Cantera area in particular, is phenomenal and truly speaks about the strength of this community. We are thrilled to bring KGBTexas on board to help us introduce Z'Tejas to the Alamo City and we look forward to providing long-time followers and first time visitors with an exceptional dining experience."

Stone Werks and Z'Tejas join the roster of other culinary and lifestyle accounts at KGBTexas, including the JW Marriott San Antonio Hill Country Resort & Spa, McDonald's, Cordillera Ranch, Purple Sage Ranch, Paloma Blanca, Vela at Paloma Blanca and Fogo de Chão Brazilian Steakhouse.

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ABOUT STONE WERKS

Stone Werks, www.stonewerks.com, is a San Antonio success story in upscale casual dining that offers a winning mix of fresh food, great drinks and a high energy atmosphere. Stone Werks offers a wide variety of signature American Rustic menu items prepared fresh every day, as well as Executive Chef daily specials at all three locations. Stone Werks features an extensive wine list, liquor selection, draft and specialty bottled beers and weekend live entertainment on some of the best patios in San Antonio.

ABOUT Z'TEJAS

In 1989, the first Z'Tejas was born in an old Victorian house on Austin's historic 6th Street and remains a hotspot among locals and visitors. Today, Z'Tejas is headquartered in Scottsdale, AZ and owns and operates 10 restaurants in the Western United States. Z'Tejas selected San Antonio for building its newest location due to its tremendous growth opportunities and familiarity with the restaurant.

ABOUT KGBTexas .COMMUNICATIONS

KGBTexas .communications (www.kgbtexas.com) is an award-winning, full-service strategic communications agency. In 2010, it was named the largest public relations agency in San Antonio for the fifth consecutive year by the *San Antonio Business Journal*. KGBTexas offers a suite of communication services including public relations, advertising, new / social media, and digital marketing and interactive services. Katie Gardner Harvey founded the firm in 1994 and has since grown it into a multi-million dollar company with 60 national and regional clients in fields ranging from banking and health care to food service, retail merchandising and the public sector. Follow KGBTexas on Twitter (<http://twitter.com/kgbtexas>), on Facebook (www.facebook.com/kgbtexas), on their blog (<http://www.communi-k.net/>) or visit www.kgbtexas.com.