



“Best Wings USA” Coming to Southwest Louisiana

*Sulphur, Louisiana chosen as home to the first of many
Quaker Steak & Lube® locations along the Gulf Coast*

SULPHUR, La., Jan. 14, 2014 – Louisiana based I-10 Hospitality, LLC, a restaurant, hotel and gaming management company has selected [535 North Cities Service Highway](#) in Sulphur, La. as the site for their first [Quaker Steak & Lube®](#) restaurant. The site is located less than a mile from Interstate 10 Exit 23, near Highway 90. The restaurant is scheduled to open in the spring of 2014. “We are thrilled to welcome Quaker Steak & Lube® Restaurant to Sulphur. They will make an excellent addition to our community and provide our citizens, as well as those traveling on I-10, an additional choice when deciding where to dine for lunch or supper,” said Sulphur Mayor Christopher ‘Chris’ Duncan. “With the economic boom that is projected for our area, additional eating establishments are needed. We thank Quaker Steak & Lube® for choosing Sulphur.”

The Sulphur, La. site will be a freestanding 6,500 square-foot restaurant including an outdoor patio. Other notable features are the trademark Quaker Steak & Lube® motor-themed environment and an award-winning menu. “We are very lucky that such an ideal location was available, we jumped at the chance to become part of this great community. Quaker Steak & Lube® and Sulphur, LA are going to be a perfect fit,” said I-10 Hospitality President and Chief Executive Officer (aka Dream Weaver) Geno M. Iafrate. He added, “Stay tuned Baton Rouge...you’re next!”

The opening of Quaker Steak & Lube will add more than 50 permanent jobs to Sulphur. For information about current openings, visit www.thelube.com/employment.

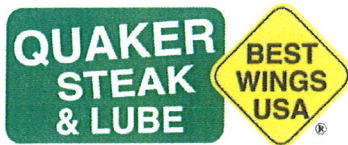
Known for its Best Wings USA and more than 25 sauces, Quaker Steak & Lube® combines a casual atmosphere with craveable food. Favorites include the QS&L Boneless Wing Salad, Mustang Chicken Sandwich and the legendary LubeBurger. Check out the award-winning menu: www.thelube.com/category/menu.



Photo Caption: Quaker Steak & Lube® features compelling décor, including race cars suspended from the ceilings, motorcycles, Corvettes and gas station memorabilia. (Location: Waco, Tx.)



Video: Check out the Quaker Steak & Lube® “Best Wings USA” Commercial!



Quaker Steak & Lube®

Founded in 1974, Quaker Steak & Lube® is a family friendly restaurant with a motor-themed atmosphere. Commonly referred to as "The Lube®", the restaurants feature a unique blend of great service, award-winning food, supercharged events and eye-popping décor. Today, with over 60 locations throughout the United States and Canada, The Lube® serves over 80 million wings annually and sells its bottled sauces around the world. The restaurant franchise has won the title "Best Wings USA" and has over 100 local, national and international awards for their wings and over 21 signature sauces.

For more information about Quaker Steak & Lube®, visit www.thelube.com or check out the The Lube® Facebook page at www.facebook.com/QSL-Sulphur.

I-10 Hospitality, LLC

I-10 Hospitality, LLC is a Louisiana based hospitality management company specializing in restaurant, hotel and gaming development, management and consulting services. Founded in 2013 by 20-year hospitality and gaming veteran, Geno M. Iafrate, President and Chief Executive Officer, I-10 Hospitality focuses on brand differentiation by deploying marketing, operational and financial expertise.

For more information about I-10 Hospitality, please visit www.i-10Hospitality.com or check out the I-10 Hospitality Facebook page at www.facebook.com/i10Hospitality.

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