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Real Mex Restaurants Appoints Lowell Petrie as Chief Marketing Officer

Industry Veteran Returns to His Mexican Food Roots

CYPRESS, Calif.--([BUSINESS WIRE](#))--Real Mex Restaurants, Inc. ("RMR") today announced the appointment of Lowell Petrie as Senior Vice President/Chief Marketing Officer ("CMO"), effective July 20, 2009. Petrie will report to RMR CEO and Chairman Richard E. "Dick" Rivera.

As CMO, Petrie will oversee brand positioning and marketing for each of the Company's restaurant concepts which include El Torito, Chevys Fresh Mex and Acapulco restaurants. Lowell is a seasoned industry veteran with more than 30 years of broad based experience in a variety of full service and quick casual restaurant concepts. "Lowell's passion for Mexican casual dining, his understanding of what it takes to deliver the brand promises in our restaurants and his demonstrated marketing skills will be a valuable addition to our senior leadership team," Rivera said. "He will play a pivotal role in the continuing turnaround and revitalization of our portfolio of restaurants."

Petrie has served as the head of marketing for Mimi's Café, Ruby's Diner, Famous Restaurants, and most recently at Daphne's Greek Cafe. He was also Sr. Director of Brand Marketing at Denny's. Early in his career, Petrie worked at El Torito Restaurants over an eight-year period where he advanced to head of marketing. Petrie's return represents a homecoming of sorts.

"I have always had a fondness for El Torito and have admired Chevys and other RMR restaurant operations for a long time. Their fresh, high-quality, and varied Mexican food have a great appeal to today's consumer. I am excited to be joining Dick Rivera and the rest of the RMR team to contribute to the ongoing evolution of the RMR brands and our commitment to deliver high quality dining experiences that are fresh, fun and festive," Petrie said.

About Real Mex

Headquartered in Cypress, California, Real Mex Restaurants is the largest full-service, casual dining Mexican restaurant chain operator in the United States with 189 company owned restaurants, 155 in California and an additional 34 in 12 other states. They include 70 El Torito Restaurants, 68 company-owned Chevys Fresh Mex® Restaurants, 32 Acapulco Mexican Restaurants, 9 El Torito Grill Restaurants, 2 Sinigual Restaurants, the Las Brisas Restaurant in Laguna Beach, and several regional restaurant concepts such as Who-Song and Larry's, Casa Gallardo and El Paso Cantina.

Real Mex Restaurants is committed to the highest standards and is dedicated to serving the freshest Mexican food with excellent service in a clean, comfortable and friendly environment. For more information please visit the company's Web site at www.realmexrestaurants.com



Contacts

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