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FOR IMMEDIATE RELEASE

Lee Roy Selmon's

Play Hard, Eat Well & Don't Forget to Share

Tampa, Florida, October 2007 – *Lee Roy Selmon's*, best known for its soul-satisfying comfort food served with heartwarming hospitality, has quickly become a local favorite since first opening in Tampa's Westshore area in the fall of 2000. The reoccurring theme throughout restaurant is a tribute to NFL Hall of Famer and former Tampa Bay Buccaneer Lee Roy Selmon – the athlete, the family man and the community leader.

"Opening our restaurants here in the Tampa Bay area has been a very exciting time for me and my family," says Lee Roy Selmon, NFL Hall of Famer and former Tampa Bay Buccaneer. "It is rewarding to see our customers enjoying the cooking traditions I remember from the days spent on our farm in Oklahoma where our family learned to harvest the land together. That was where our parents planted the seeds of love, faith and hard work that remain in our lives today."

Lee Roy Selmon's features generous portions of mouth-watering soul-satisfying comfort food– further enhanced by genuine heartwarming hospitality. Specialties include Fried Green Tomatoes, Mama's Meatloaf, Selmon's Sweet Heat Fried Chicken and cheese and bacon grits. House favorites guaranteed to please include smokin' ribs, pork and chicken (with a choice of four homemade sauces) and mouthwatering "two-handed" burgers and sandwiches.

In addition to a bountiful choice of fresh vegetables and lighter fare items including Smoked Chicken Salad, and Citrus Glazed Shrimp Salad, the menu features a wide selection of desserts including Georgia Peach Cobbler, Melt In Ya Mouth Pecan Pie and the signature Selmon's Super Sunday Crunch. A "Little League" menu is also available for children.

The design of *Lee Roy Selmon's* allows for a free-flowing environment that uniquely blends the comfort of the dining room with a lively sports bar, complemented with Lee Roy Selmon's and local sporting memorabilia. It's a spirited atmosphere with 19 televisions located throughout the bar and restaurant.

"We offer an ideal environment for competitive spectator sports action any day of the week," says Lee Roy Selmon. "We feature all that a sports fan has come to expect."

Lee Roy Selmon's is open for dinner seven days a week; and lunch is served on weekends.

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