



Corporate Facts

Today:

Based in Boston, Mass., Uno Restaurant Holdings Corporation franchises and Operates over 200 restaurants.

Portfolio:

Uno Restaurant Holdings Corp. currently has a system of over 200 company-owned and franchise full service units. Uno Chicago Grill restaurants are located in 30 states, the District of Columbia, Puerto Rico, South Korea and the United Arab Emirates. The company also operates a consumer foods division, which supplies airlines, movie theaters, hotel restaurants and supermarkets with both frozen and refrigerated private label foods and branded Uno products.

Company Strategy:

The objective of Uno Restaurant Holdings Corporation is to reinforce its distinctive niche as the only full-service, casual dining restaurant with Original Chicago Deep Dish Pizza and a full-range, high quality grill menu. By consistently delivering outstanding value to customers, the company is confident it can reach and satisfy more customers and expand into new markets, thus achieving the goal of continued growth.

Founded:

Pizzeria Uno began in 1943 when Ike Sewell invented the Original Chicago Deep Dish Pizza. In 1978, Aaron Spencer gained Sewell's approval to expand the concept to other markets. Spencer opened his first Uno restaurant in Boston the following year.

Today, the menu has evolved to offer a variety of high quality grill items in addition to the famous Chicago-style deep dish pizza. With a new menu comes a new name, Uno Chicago Grill. The change in name reflects growth and commitment to serving the "Best Food Around".

**Executive
Leadership Team:**

Frank W. Guidara, Chief Executive Officer

Roger Zingle, Chief Operating Officer

Louie Psallidas, Senior Vice President Finance, Chief Financial Officer

William J. Golden, Senior Vice President, Operations

Aaron D. Spencer, Founder, Director, and Chairman Emeritus

Franchisees:

Uno Restaurant Holdings Corporation supports franchisees in many areas including store design, development and construction; marketing; financial analysis; purchasing; training; menu planning; ongoing operations support; procedures research and development; recipes and POS/MIS support. Franchisees participate in fee, royalty and advertising fund structures.

Headquarters:

Uno Restaurant Holdings Corporation maintains offices at:
100 Charles Park Road, Boston, MA, 02132
Phone: 617/323-9200

Financial Highlights:

In February 2005, Uno Restaurant Holdings Corporation entered into an agreement with Centre Partners, a leading middle market private equity firm with offices in New York and Los Angeles, whereby Centre Partners acquired a controlling interest in the company. Aaron Spencer, the company's Founder and Chairman, as well as the senior members of the Uno management team, also maintained significant ownership.

Company History

- 1943** Pizzeria Uno began when Ike Sewell opened a restaurant in Chicago that specialized in serving deep dish pizza
- 1955** A second Uno restaurant opened one block away from the Original Uno, called Pizzeria Due
- 1963** Sewell opened Su Casa, a Mexican restaurant, next door to Due
- 1975** Aaron Spencer, current Chairman, first tasted Pizzeria Uno pizza
- 1978** Spencer gained Sewell's approval to expand the concept to other markets
- 1979** First Uno restaurant outside of Chicago opened in Boston
- 1980** The first Uno franchise unit opened in Washington, D.C.
- 1987** Uno became a publicly owned company
- 1988** The 50th Uno restaurant opened in Nashua, N.H.
- 1992** Uno opened its 100th restaurant in Revere, Massachusetts
- 1993** Uno's 50th Anniversary was cited by Chicago Mayor Richard Daley with a special resolution
- 1994** Uno added kitchen equipment like sauté stations, char broilers, grills and fryers to its restaurants
- 1995** New menu offerings, including steaks, pastas and fajitas were introduced
- 1996** Uno unveiled a prototype restaurant designed to capture the atmosphere of its Chicago roots
- 1997** Restaurants renamed Pizzeria Uno Chicago Bar & Grill and the 150th Uno restaurant opened in Burlington, Vermont
- 1998** "Bigger and Better" menu is introduced with new items, larger portions, higher quality ingredients and improved presentations
- 1999** Won "Choice in Chains" platinum award by Restaurants & Institutions magazine Ranked 25th among the nation's top 100 restaurant chains in sales per unit according to Nation's Restaurant News

2000 Uno was named in Forbes magazine's annual list of "200 Best Small Companies" for the first time. Uno was ranked 94th

2001 Uno Restaurant Holdings Corp. became a private company in a \$41 million merger with a corporation formed by Chairman Aaron Spencer and other company executives Uno was ranked in Nation's Restaurant News as one of the top 100 chains in growth by sales. Uno was ranked #31

2003 Restaurant name evolves to Uno Chicago Grill

Uno Chicago Grill named the #1 franchise opportunity in its category by Entrepreneur Magazine

The company was selected by Franchise Times as one of the top 20 companies to watch.

Uno Chicago Grill was awarded first runner-up for its New England Clam Chowder in Boston's Fourth Annual Chowderfest

Chicago Mayor Richard Daley declared October 4th "Uno Day" in celebration of the 60th birthday of the deep dish pizza. Over 2500 free slices of Uno deep dish pizza were given to Chicagoans that day.

Uno opened its 200th restaurant in Wilkes-Barre, Pennsylvania

2004 Uno Chicago Grill was selected by Entrepreneur Magazine as the best franchise in its category

Company Accolades

Uno Chicago Grill continues to earn recognition as a leader within the casual dining industry. Here are just a few of the awards that Uno has received:

2008 *Health Magazine* names Uno Chicago Grill "The Healthiest Chain Restaurant in America"

2007 *Chicago Tribune* experts and insiders put together a list of the best, most unique places to eat in Chicago that included Pizzeria Uno and Pizzeria Due.

2006 *Franchise Business Review* names Uno one of America's Top 25 Food Franchises based on a 2006 satisfaction survey.

Dining editors of Chicago magazine ranked their favorite pies in the Windy City and named Pizzeria Due the best and the one to beat for its deep dish.

2005 Pizzeria Uno among *Chicago Sun Times* collection of best sellers, including the most popular foods and drinks in the Windy City

2004 Uno Chicago Grill was selected by *Entrepreneur Magazine* as the best franchise in its category.

2003 Uno Chicago Grill named the #1 franchise in Full-Service category by *Entrepreneur Magazine*.

Company also selected by *Franchise Times* as one of the top 20 companies to watch in 2003.

Uno Chicago Grill awarded first runner-up for its New England Clam Chowder in Boston's Fourth Annual Chowderfest.

2002 Uno ranked #31 in *Nation's Restaurant News* as one of the top 100 chains in growth by sales.

Uno ranked #6 in *Nation's Restaurant News* as one of the top 100 chains in growth of sales per unit.

2000 Uno recognized as one of the top 200 small companies by *Forbes Magazine*

Company received Gold Chain Award from *Nation's Restaurant News*

1999 Uno honored by *Restaurants & Institutions Magazine* with "Choice in Chains" platinum award *Nation's Restaurant News* ranked Uno 25th among the nation's top 100 restaurant chains in sales per unit.

