

Pacific Restaurant Holdings, Inc. (AMEX: PRH.U - PENDING)



Pacific Restaurant Holdings, Inc., headquartered in Oceanside, CA, is a multi-brand restaurant management and holding company engaged, through its subsidiaries, in the acquisition, development, operation and franchising of restaurant brands in the casual quick-service segment of the restaurant industry.

The National Restaurant Association estimates that the restaurant industry represents approximately 4% of the U.S. gross domestic product, with quick-service restaurants representing approximately 30% of all U.S. restaurant sales. Quick-service

restaurants, which can be divided into fast-food and “quick-casual” establishments, are defined as those in which patrons order at a cash register, use a drive-thru or select items from a food bar.

The company’s franchise brands include New York NY Fresh Deli – an eatery offering signature New York style hot sub sandwiches, gourmet deli sandwiches and fresh cut salads; Steve’s Pizza – a “hometown” pizza restaurant offering a fresh salad bar, home-style pasta and baked rolls sandwiches, in addition to a wide selection of classic and gourmet pizzas, as well as Playa Grill & Margarita Bar – a Mexican-influenced restaurant offering grilled foods. New York NY Fresh Deli has 25 franchised restaurants in 13 states and has signed franchise agreements for another eight restaurants in the U.S. and in Asia. Steve’s Pizza has nine franchised restaurants and has signed a franchise agreement for another one in the greater Sacramento area in California. The company currently owns and operates the first Playa Grill & Margarita Bar restaurant in Palo Alto, California.

The company's board of directors includes the former President and CEO of NYSE listed Sizzler USA and the former COO of Romano's Macaroni Grill, a wholly owned subsidiary of NYSE listed Brinker. The company's CEO, John Creed, was the former CEO of NYSE listed Chart House. The company’s growth strategy centers on aggressive expansion of its current brands, primarily via franchise development, and acquisition of a larger quick-service restaurant brand with stable cashflow, strong growth potential and substantially accretive earnings.

Having committed Jesup & Lamont Securities as lead underwriters, the company is currently awaiting the declaration of effectiveness of its public offering registration statement filed with the SEC on September 25, 2007 and subsequently amended.

IPO TARGET PRICE: \$5.50 - 6.50
 OUTSTANDING SHARES: 1.0 million
 OFFERED UNITS: 1.7 million

INCOME STATEMENT HIGHLIGHTS

REVENUE: \$1.5 million
 GROSS PROFIT: \$105.2 thousand
 EBITDA: (\$880.6 thousand)
 NET INCOME: (\$5.6 million)
 EPS (Diluted): (\$2.06)

All figures 40-weeks ended October 7, 2007

BALANCE SHEET HIGHLIGHTS

CASH & EQUIVALENTS: \$4.1 million
 WORKING CAPITAL: \$3.8 million
 TOTAL ASSETS: \$5.2 million
 TOTAL DEBT: \$182.1 thousand
 NET WORTH: \$4.7 million

All figures as of October 7, 2007 adjusted proforma for offering

RECENT NEWS HEADLINES

Tue, Aug 14, 2007

Pacific Restaurant Holdings announced that New York NY Fresh Deli has continued its national expansion by successfully opening three new franchise restaurants in Texas and Arkansas within the last thirty days.

Thu, Jul 19, 2007

Pacific Restaurant Holdings announced that it sold and franchised a recently opened Steve’s Pizza restaurant in Roseville, California.

Fri, May 18, 2007

Pacific Restaurant Holdings announced the opening of its new Steve's Pizza prototype restaurant, which is a key element of the company's multi-faceted plan for rapid franchise growth of the nine unit chain.

Fri, May 11, 2007

Pacific Restaurant Holdings appointed a new transfer agent, a New York City based American Stock Transfer & Trust Company.

HEADQUARTERS

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