



MEDIA ADVISORY

- WHO:** Joe's Crab Shack
- WHAT:** [Joe's Crab Shack](#) will celebrate the grand opening of its ninth New York location. Grand opening events include:
- Ribbon-cutting ceremony with the Huntington Chamber of Commerce and Deer Park Tanger Outlet Management
 - Free crab for a year to the first 100 guests to dine after 11 a.m. on opening day
 - Raffle for one guest to win free crab for LIFE
- WHEN:** Tuesday, August 26
Ribbon cutting at 10:45 a.m.
Doors open at 11:00 a.m.
- WHERE:** 1700 The Arches Circle
Located near Neiman Marcus at the Deer Park Tanger Outlet
- CONTACT:** Erica Davis, FleishmanHillard, 816-512-2234, erica.davis@fleishman.com

JOE'S CRAB SHACK TO BRING A TASTE OF THE SHORE TO DEER PARK TANGER OUTLET

Deer Park residents and outlets shoppers can enjoy the tastes of the shore with the August 26 opening of [Joe's Crab Shack](#) at the Deer Park Tanger Outlet. Joe's will award free crab for a year to the first 100 patrons dining in the restaurant on opening day. The restaurant also will host a fundraiser for [Autism Speaks®](#) by offering guests coupons for free kids' meals, appetizers and entrees on their next visit in exchange for charitable donations to the organization.

The restaurant is a new addition to the Deer Park Tanger Outlet Mall and is located near Neiman Marcus. Doors to the Deer Park Joe's Crab Shack, located at 1700 The Arches Circle, will officially open at 11 a.m., preceded by a ribbon-cutting ceremony with the Deer Park Chamber of Commerce and mall management at 10:45 a.m. All guests on opening day are automatically eligible to win a prize unlike any other — free crab for LIFE at their local Joe's Crab Shack.

"We are excited to be the first seafood restaurant at the Deer Park Tanger Outlet," said Joe's Crab Shack's General Manager Joanne DeBarbieri. "We know our signature crab dishes, 100% shore service and casual atmosphere provide the perfect rest and recharge opportunity for busy shoppers and neighborhood visitors." The restaurant also features an outdoor playground for children and an outdoor patio in addition to the 200-seat bar and restaurant area.

The Joe's Crab Shack menu features Southern flavors and spices that add a delicious, unexpected twist to fresh, high-quality seafood. Menu favorites include Steampots; mouth-watering crab dishes featuring Dungeness, snow and king crab; and signature seafood entrees. A full list of menu items is available at www.joescrabshack.com.

About Joe's Crab Shack

Founded in Houston in 1991, Joe's Crab Shack brings its fresh seafood, authentic flavors and Southern flair to more than 130 locations in 31 states. Joe's menu is "100% Shore," featuring more than 25 crab items in addition to fish, lobster, mussels, clams and shrimp. The company supports causes in every neighborhood it serves and is a national partner with both [Autism Speaks®](#), which is the world's leading autism science and advocacy organization, and Share Our Strength's [No Kid Hungry®](#) Campaign, which is working to end childhood hunger in America. Joe's is a member of the Ignite Restaurant Group (NASDAQ:IRG) portfolio of restaurants. For more information, go to www.joescrabshack.com.