



JOE'S CRAB SHACK FRIES THE FANCY OUT OF CLASSIC SEAFOOD ENTREES **Restaurant launches 'Stripped Down, Fried Up' menu items for fall**

HOUSTON, Texas (September 4, 2014) — This fall, [Joe's Crab Shack](#) is offering up a new set of featured menu items, including [Southern Fried Maine Lobster](#) and Loaded Crab Fries, providing guests with a more relaxed approach to seafood. No utensils necessary for these hands-on dishes, available now through mid-November at Joe's Crab Shack restaurant locations.

The new [Southern Fried Maine Lobster](#) offers guests a chance to savor lobster without a white tablecloth or fancy plate setting. Hand-breaded lobster meat is served with a fresh ear of corn, house-baked macaroni and cheese, toasted garlic bread and Old Bay® spiked cream sauce. The entree is offered in a traditional style or with a Cajun kick.

Other new entrees include Southern Fried Surf and Surf (hand breaded lobster meat and five crispy shrimp stuffed with crab, cream cheese and jalapeños), Garlickin' Good Crab & Fries and Loaded Crab Fries.

"Our dishes are inspired by the way they do seafood in the South, lobster you eat with your hands. There's no fuss necessary, and yet, it's absolutely delicious," said Barry Lofton, executive chef at Joe's Crab Shack. "We're using the best ingredients but leave out the intimidating presentation. This way, our guests can just dive in and enjoy."

In addition to the featured menu items, the new fall drink menu features down-home cocktails such as Patio Punch, Southern Spiked Tea and the new Strawberry Sauza-rita served in true southern style — in mason jars that guests can bring home.

About Joe's Crab Shack

Founded in Houston in 1991, [Joe's Crab Shack](#) brings "100% Shore" fresh seafood, authentic flavors and Southern flair to more than 135 locations in more than 30 states. Joe's menu features 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 leading national partner with both Autism Speaks and Share Our Strength's No Kid Hungry® Campaign. Joe's is a member of the [Ignite Restaurant Group](#) (NASDAQ: IRG) portfolio of restaurants. For more information, go to <http://www.joescrabshack.com/>.