

## FOR IMMEDIATE RELEASE

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## **Rubio's Fresh Mexican Grill® to open new restaurant in San Mateo, March 25<sup>th</sup>** *Pre Opening Event on March 24<sup>th</sup> to Benefit Samaritan House*

**Carlsbad, CA – February 9, 2010** – Rubio's Fresh Mexican Grill will open its fifth location on the San Francisco Peninsula on Thursday, March 25<sup>th</sup>, at 38 E 4<sup>th</sup> Ave in Downtown San Mateo. The San Diego-based chain is introducing a new, more upscale design at its San Mateo restaurant, featuring a rich sensory experience of aromas, exhibition cooking, music and decorative patterns that compliment the complex flavors of Rubio's food.

To celebrate the grand opening, Rubio's will host a fundraising event on Wednesday, March 24<sup>th</sup> from 5:30-7:30 p.m., to benefit Samaritan House. The San Mateo based private non-profit provides services designed to help meet the needs of more than 12,000 low-income residents of San Mateo County. For a donation of \$10 for adults and \$5 for children 12 and under, the public can enjoy delicious Beach Mex<sup>®</sup> cuisine, and Rubio's will donate 100 percent of the proceeds to the local charity.

At 10 a.m. Thursday, March 25<sup>th</sup>, the restaurant's doors will open to Rubio's fans who crave the flavor of Baja-inspired food in the relaxed yet festive atmosphere of coastal Mexico. Headlining the menu will be Rubio's World Famous Fish Tacos<sup>®</sup>, Grilled Gourmet Tacos<sup>SM</sup>, the Big Burrito Especial<sup>SM</sup> with chargrilled chicken or steak, freshly-made salads and Rubio's proprietary HealthMex<sup>®</sup> line of tacos and burritos, which are under 700 calories, less than 30% of which come from fat.

"When I opened my first restaurant in San Diego 27 years ago, people traveled from miles away to savor one of our World Famous Fish Tacos," said chairman and co-founder Ralph Rubio. "Since then, our reputation for distinct flavors and unique products has quickly spread, and our following of loyal fans continues to grow."

Guests can easily find the new Rubio's in Downtown San Mateo near the crossing of 4<sup>th</sup> Ave and El Camino Real. The popular San Diego chain is introducing a new restaurant design in San Mateo that includes eco-friendly features such as countertops and panels made of a recycled material called marmoleum, an open kitchen, and LED lighting that uses less energy. Rubio's is also introducing digital menu boards to better showcase the food and provide more flexibility to accommodate seasonal offerings. A new floor design allows guests to intuitively move from the front door to the ordering area, to the salsa bar, and eventually into the dining room where a relaxed, beach and water-centric atmosphere of the Baja coast awaits.

"We're excited to introduce this new restaurant design to San Mateo County," said Rubio. "We're anxious to see how the community responds to our latest effort to bring together the unforgettable flavors, sights and sounds of the Baja coast for a quick but relaxed dining experience."

The San Mateo Rubio's will employ 30 team members from the local community. It is the fifth Rubio's on the San Francisco Peninsula, in addition to Menlo Park, Daly City and two San Francisco locations.

**About Rubio's Restaurants, Inc.** (NASDAQ: [RUBO](#))

Bold, distinctive, Baja-inspired food is the hallmark of Rubio's Fresh Mexican Grill®. The first Rubio's was opened in 1983 in the Mission Bay community of San Diego by Ralph Rubio and his father, Ray Rubio. Rubio's is credited with introducing fish tacos to Southern California and starting a phenomenon that has spread coast to coast. In addition to chargrilled marinated chicken, lean carne asada steak, and slow-roasted pork carnitas, Rubio's menu features seafood items including grilled mahi mahi and shrimp. Guacamole and a variety of salsas and proprietary sauces are made from scratch daily, and Rubio's uses canola oil with zero grams trans fat per serving. The menu includes tacos, burritos, salads and bowls, quesadillas, HealthMex® offerings which are lower in fat and calories, and domestic and imported beer in most locations. Each restaurant design is reminiscent of the relaxed, warm and inviting atmosphere of Baja California, a coastal state of Mexico. Headquartered in Carlsbad, California, Rubio's operates, licenses or franchises more than 195 restaurants in California, Arizona, Colorado, Utah and Nevada. More information can be found at <http://www.rubios.com>.

**About Samaritan House**

Established in 1974, Samaritan House is a non-profit health and human services agency with over 30 years of experience in providing a broad range of services and resources to low-income residents in San Mateo County. Services include case management, children's clothing, medical care, food, shelter, employment assistance, and a holiday assistance program for food and toys. All services are provided free of charge to low-income families. More information can be found at <http://www.samaritanhouse.com>.

**LOCATION**

Rubio's Fresh Mexican Grill in San Mateo (Downtown)  
38 E 4<sup>th</sup> Ave  
San Mateo CA 94401  
Cross Streets: 4<sup>th</sup> Ave & El Camino Real

**HOURS OF OPERATION**

Monday –Thursday	10:00 AM to 9:00 PM
Friday – Saturday	10:00 AM to 10:00 PM
Sunday	10:00 AM to 9:00 PM

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