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Bahama Breeze Offers Caribbean Escape Online YouTube contest, chef videocasts and expanded Web site invite consumers to embrace a digital island state of mind

ORLANDO, Fla., April 8, 2008 /PRNewswire/ -- Bahama Breeze -- the island-inspired casual dining restaurant chain that gives guests the feeling of a Caribbean escape -- has introduced an array of digital programs aimed at engaging consumers online. The new offerings include a YouTube video contest and an interactive "Caribbean Kitchen" on the company's Web site that includes videocasts by their chefs on Caribbean food and cooking.

"As people rely more and more on digital media for their news and entertainment, we're increasingly looking at opportunities to interact with consumers in the online space," said Chip Brown, senior vice president of marketing for Bahama Breeze. "Programs like our YouTube video contest are a fun way to do that, while exposing the brand to potentially thousands of people in a more engaging way than, say, traditional advertising."

YouTube Video Contest

Bahama Breeze recently launched its video contest on the ultra-popular video sharing Web site YouTube and its own site. Participants are invited to submit a video of no more than two minutes on the theme, "Why I need a Caribbean Escape." The most creative video with the highest viewer rating will win an all expense paid luxury cruise to the Bahamas for up to six people. Runners up will also receive prizes, including Flip Video(TM) cameras and Bahama Breeze gift cards. The contest ends May 12. For more information, visit <http://www.youtube.com/caribbeanescape>, or <http://www.bahamabreeze.com/contest>.

Caribbean Kitchen

This new element to Bahama Breeze's Web site features island-inspired consumer recipes; videos of the company's culinary chefs demonstrating recipes and talking about Caribbean food (the videos are also available on YouTube and as podcasts on iTunes); and a virtual "Caribbean pantry" that offers in-depth information about island ingredients and spices through an interactive experience. "We know consumers generally aren't that familiar with Caribbean food," said Brown, "so this is a way to help demystify it in an entertaining way, and show them it's all their favorites -- seafood, chicken and steak, made with the flavorful and colorful ingredients of the islands." To visit the Caribbean Kitchen, go to <http://www.bahamabreeze.com/recipes>.

Take Back Your Vacation Microsite

Last year, Bahama Breeze partnered with The Stress Institute to launch the Take Back Your Vacation movement, which encourages people to relax, unwind and enjoy an escape, away from the stress of everyday routines. The Take Back your Vacation microsite they created (<http://www.takebackyourvacation.com/>) is full of digital features, including an online stress quiz, a downloadable vacation countdown widget, tips from internationally recognized stress and work-life balance expert Dr. Kathleen Hall, and a recently-added forum for people to share thoughts and advice about vacation deprivation and other work-life balance issues.

Bruce Smith Voyage Blog

Bahama Breeze artist Bruce Smith and his wife Jan are currently living the ultimate Caribbean escape, as they sail around the Eastern Caribbean aboard their handmade 34-foot sailboat, Woodwind. The couple shares stories

about their journey and Caribbean experiences through a blog managed by Bahama Breeze at <http://www.brucesmithsvoyage.com/>.

Island Insiders

To keep fans of Bahama Breeze informed about all of these programs and any other brand news, the company offers a periodic e-newsletter called Island Insiders that consumers can sign up for online. Currently distributed to more than 110,000 subscribers, the newsletter provides updates on restaurant happenings, recipes and special offers. New subscribers are also automatically entered to win prizes, like a trip to the Caribbean. For more information, go to <http://www.bahamabreeze.com/insiders>.

About Bahama Breeze

With 23 locations nationwide, Bahama Breeze is the restaurant that brings you the feeling of a Caribbean escape and invites you to Feed Your Island Spirit(R) with the food, drink and vibrant atmosphere you'd find in the Caribbean. The restaurant is known for fresh, delicious seafood, distinctive chicken dishes and flame-grilled steaks, accompanied by refreshing, hand-crafted tropical drinks. Popular menu items include Breeze Wood Grilled Chicken Breast, Coconut Shrimp, Lobster and Shrimp Pasta and a daily fresh fish sheet offering guests a choice of several fresh fish species, preparations and side items. All Bahama Breeze locations are open for lunch and dinner daily, from 11 a.m. until late, and offer call-ahead seating. For more information, visit <http://www.bahamabreeze.com/>.

Bahama Breeze

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