



Newport Rib Companies' "25 Days of Charity" Wraps with More than \$30,000 Donated to Local Charities

Costa Mesa, Calif. – December 10, 2008 – Seventy-five local area schools and charities received more than \$30,000 collectively last week as closing ceremonies wrapped up for Newport and Naples Rib Companies unique fundraiser, “*25 Days of Charity*.” The month-long fundraising event hosted by the family-owned and operated restaurants – Newport Rib Company (Costa Mesa), Naples Rib Company (Long Beach) and Newport Rib Company @ Ladera Ranch – commemorated the Ursini family’s 25 years of serving delicious barbeque throughout Southern California. Each restaurant location selected 25 local charities to benefit from the fundraiser, making 75 charities in total. *25 Days of Charity* is just one way that the Ursini family gives back to the communities that have supported their restaurants for a quarter century.

"Especially in difficult times, it's nice to see a family use their business and step up to the plate and do something proactive in the community," said Jennifer Knapp of the Estancia/Tewinkle Foundation, one of the 25 charities from the Costa Mesa area. "Newport Rib Company continues to lead by example when it comes to charity...and great BBQ, too!"

"This kind of charitable giving is what business and community relationships are all about," said Robyn Petrino of the Surfrider Foundation, another benefiting charity. "The Rib Company family understands how giving comes back to everyone with an open heart. And best of all, their food is awesome."

"We feel it's an honor to be included on this list of great charities that benefit from this heartfelt charity event," said Jim Welch of the Seal Beach Animal Shelter, another participating charity. "If and when Naples Rib Company does this again, we'll be first in line to dive back in."

Closing ceremonies took place at each restaurant last week, honoring recipients on three consecutive nights:

Newport Rib Company Costa Mesa – Tuesday, December 2

Naples Rib Company Long Beach – Wednesday, December 3

Newport Rib Company @ Ladera Ranch – Thursday, December 4

Charity representatives received donation checks and were treated to dinner, business networking opportunities, group and individual photos. To see and download photos and for a complete list of charities involved, please go to www.ribcompany.com/charity/media_kit.html

“We’re extremely grateful for the support we received from the employees, families and friends of our select group of charities,” said John Ursini, proprietor of Newport Rib Company. “We also were delighted with the reception ‘25 Days of Charity’ got from everyone who came into our restaurants and helped raise money for so many worthy causes.”

25 Days of Charity is just one the many ways in which Newport & Naples Rib Companies offer fundraising opportunities to local schools and charitable organizations. To see how you and your group can get involved, visit <http://www.ribcompany.com/charity>

About 25 Days of Charity

25 Days of Charity is the month-long fundraising event where each restaurant location selects 25 local schools and charities as benefactors, making 75 charities in total. From November 5 through November 30, dining patrons generated 20% of their dinner receipts to be donated to their charity of choice at closing ceremonies the first week of December.

About Newport/Naples Rib Companies

Family owned and operated since 1984, Newport Rib Company, Naples Rib Company and Newport Rib Company @ Ladera Ranch feature the best in catering, take out and dine in barbeque with baby back ribs, beef ribs, steaks, chicken, seafood and more. With two locations in Orange County and one in Los Angeles County, Newport & Naples Rib Companies are truly Southern California’s #1 place for delicious barbeque. For more information, contact managementteam@ribcompany.com; call (949) 631-2110; or visit www.ribcompany.com

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