



FOR IMMEDIATE RELEASE

George Webb's Opens Its Newest
And Largest Location In Peshtigo

PESHTIGO, Wis., (November 22, 2006) -- George Webb Restaurants, a Milwaukee icon for almost 60 years, is opening its largest and northern-most location in Peshtigo, Wis. on Monday, Dec. 4. The Eagle Express Truck Stop, located at N2536 Kasal Lane (two miles west of Peshtigo off Highway 41), will be home to the new George Webb Restaurant, a BP gas station and convenience store.

A family affair, Eagle Express is owned by Eugene Frank and his son Christopher. Eugene Frank's son-in-law, Matt Levknecht, will manage the George Webb's restaurant.

"Webb's is going to be a great addition to Peshtigo. We think people are going to love the Webb's experience," says Eugene Frank. "We offer great food and sit-down dining; served fast and with excellent service."

The name "Eagle Express" is a tribute to Frank's friend and classmate, Jerome Rouse. While both served in Vietnam as members of the Army's 101st Airborne "Screaming Eagles," Rouse was killed in action. "I hope to someday erect a memorial to Jerome out in front of the Eagle Express."

With seating for 102 patrons and two kitchens, the George Webb's at Eagle Express is the largest of the chain's 41 locations. Frank will offer the same

great fare served at all Webb's location and will participate in two of George Webb's most popular promotions. Come baseball season, the Frank's will give customers free hamburgers if the Milwaukee Brewers win 12 games in a row. If the Brew Crew scores five runs or more during any game next season, the Eagle Express Webb's location will also sell six burgers for \$5. During the 2006 season, the Milwaukee Brewers scored five or more runs 74 times.

George Webb is a staple in Milwaukee culture dating back to 1948. With its new restaurant in Peshtigo, George Webb's now has 41 locations in Wisconsin, offering a wide range of 24-hour menu items from omelets and chili to hamburgers and salads, with their signature breakfast items available any time of day.

###