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**CREWS OF CALIFORNIA OPENS ROCK & BREWS FIRST AIRPORT LOCATION**  
**Restaurant Concept Co-Founded By Gene Simmons and Paul Stanley of KISS**  
**Lands At Terminal 5 At Los Angeles International Airport**

**Los Angeles (October 10, 2013)** –Today, **Crews of California**, a premier airport retailer and food and beverage operator at top airports, opened the first **Rock & Brews** airport location at Terminal 5 at Los Angeles International Airport (LAX). The emerging rock-themed dining and entertainment brand, co-founded by rock legends Gene Simmons and Paul Stanley of KISS, introduces an exciting new respite for airport customers, and marks the beginning of the brand’s expansion into airport locations.

Officiated by Deborah Crews, Chief Operating Officer of **Crews of California**, and attended by Los Angeles’ city officials; airport officials; **Rock & Brews** founding partners Gene Simmons, Paul Stanley, Michael Zislis and Dave and Dell Furano; media; and, friends and family, the opening was a result of a four year effort on the part of **Crews of California**.

“Four years ago, Dave Furano brought to us the idea of a rock-themed restaurant and bar at Los Angeles International Airport. It was an exciting concept, and we immediately embraced his vision and passion,” said Deborah Crews. “Today, we are proud to celebrate the opening of **Rock & Brews Concert Bar at LAX**, **Rock & Brews’** first airport location and we are thrilled to be part of such an exciting, fresh brand. We look forward to opening more **Rock & Brews** in other U.S. airports.”

**Rock & Brews** at LAX marks the fourth outpost for the expanding brand, following restaurant openings in Redondo Beach, Calif., Los Cabos, Mexico and its flagship location in El Segundo, Calif.

“Needless to say, we have spent a lot of time at airports during the course of our careers, and the availability of a quality food and entertainment experience while you wait for a flight is long overdue,” said Stanley and Simmons in a joint statement. “**Rock & Brews** is a family-friendly concept that is designed to engage rockers of all ages featuring incredible comfort food, craft beer and rock and roll. While the concept works in a variety of environments, airport locations are an obvious choice and we are confident that **Crews of California** will bring **Rock & Brews** to airport locations throughout the United States as part of our strategic expansion.”

**Rock & Brews Concert Bar at LAX** offers both dine in or “Grab and Go” service. Guests with time to spare can take a seat, select from an array of signature dishes including various breakfast items, salads, pizzas, sandwiches, burgers and entrees, as well as a broad range of craft beers, while enjoying the concert-themed environment. For travelers on the run, **Rock & Brews’** “Grab and Go” allows guests to take a rockin’ meal with them on their flights.

Rock & Brews at LAX is open from 5 a.m. to 11 p.m. daily. For information, call (424) 702-1619.

Continuing expansion, several additional **Rock & Brews** are currently in development; **Rock & Brews Paia** (Maui, HI), **Rock & Brews Prairiefire** (Kansas City, MO), **Rock & Brews Long Beach** (Long Beach, CA) and **Rock & Brews Albuquerque** (Albuquerque, NM) are slated to open soon.

### **About Rock & Brews**

Rock & Brews features casual American cuisine, as well as dishes that reflect local tastes, and a broad craft beer selection in an atmosphere that is reminiscent of a family-friendly backstage concert environment featuring concert lighting, multiple televisions and concert-style rock music. The first Rock & Brews entertainment and dining venue opened in April 2012 near Los Angeles International Airport in El Segundo, Calif. Gene Simmons, Paul Stanley and their co-founding partners restaurateur-hotelier Michael Zislis and music industry veterans Dave and Dell Furano have plans for thoughtful expansion throughout the United States and around the world. For more information, please visit [www.rockandbrews.com](http://www.rockandbrews.com).

### **About Crews of California**

Crews of California provide America's traveling public with innovative, high end brands and superior customer service. It is their goal to be recognized as the premier airport retailer and food and beverage operator in America's top airports, with the reputation for providing the highest level of customer care, while achieving superior sales. Their operations are vibrant, welcoming and provide the airport passenger with a unique travel experience and unparalleled customer service. Since their inception, they have developed the most innovative, high quality brands for today's ever changing consumer base. Crews originally owned and operated America's first full service bookstores in airports, pioneering bookstore cafes nationwide.

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