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PAUL STANLEY AND GENE SIMMONS TO EXPAND THEIR ROCK & BREWS RESTAURANT BRAND KISS Front Men Host Groundbreaking of Buena Park Location

LOS ANGELES, CALIF. (March 31, 2015) -- Rock icons Paul Stanley and Gene Simmons of KISS, hosted a groundbreaking yesterday in Buena Park, Calif., for their latest restaurant. The restaurant, the 11th in their expanding Rock & Brews brand of family-friendly rock-inspired restaurants, is set to open this summer. It will be their fifth location in California.



Rock & Brews multi-unit franchise owner, Jon Mesko, and Buena Park Mayor, Art Brown, break ground with KISS front men and Rock & Brews co-founding partners, Gene Simmons and Paul Stanley. Pictured from left to right: Mesko, Stanley, Mayor Brown and Simmons. Photo by JP Cordero. March 30, 2015.

Stanley and Simmons and their Rock & Brews co-founding partners Michael Zislis, Dave and Dell Furano, and multi-unit franchisee Jon Mesko, along with Buena Park Mayor Art Brown, wielded guitar-handled shovels and directed heavy equipment to kick off construction at 7777 Beach Boulevard. The restaurant, which will spearhead the city's revitalization plans for Beach Boulevard, will be Rock & Brews' largest location to date, with seating for up to 399 guests.

"We are excited to be a part of the revitalization of Beach Boulevard in Buena Park and anticipate that Rock & Brews will become a popular gathering spot for local families and visitors alike," said Stanley and Simmons in a joint statement. "Each and every location is designed to embrace the spirit of the local community, and this one will be particularly special as it will exemplify the quintessential southern California lifestyle."

The spacious restaurant will feature Rock & Brews' quality American comfort food, a full bar with one of the area's largest selections of craft and international beers, and premium wines, in an atmosphere that is a tribute to rock and roll with a stage for live music

performances, dozens of flat screens streaming some of the greatest rock concert moments of all time, bold trusses with concert-style lighting, oversized rock art including canvasses of legendary rock album covers and notable rock images, as well as the brand's iconic Great Wall of Rock. Guests will be able to dine indoors or al fresco on expansive patios, which, in addition to outdoor dining, will feature lounge areas with fire features, a professional beach volleyball court, and a large play area for kids. The restaurant will also be dog friendly. And, for those on the go, there will be an easily accessible Rock & Brews "To Go" area. Rock & Brews will also be available for private events.

"I'm happy to see our city's revitalization program continue to move forward with the groundbreaking of this high quality restaurant development," said Buena Park Mayor Art Brown. "Rock & Brews will be the first redevelopment project along our Beach Boulevard Entertainment District providing dozens of new jobs and a great place for our families to dine."

Rock & Brews in Buena Park will join the brand's growing roster of standalone restaurants, airport concepts, and stadium venues that currently includes four Los Angeles area locations (El Segundo, Redondo Beach, LAX Terminal 5, and StubHub Center in Carson); a restaurant in Paia on Maui; one in Overland Park, Kansas; a location in Albuquerque, New Mexico; and, one in Orlando, Florida, as well as two international locations in Los Cabos, Mexico. Stanley and Simmons, along with their Rock & Brews' co-founding partners restaurateur/hotelier Michael Zislis and concert industry veterans Dave and Dell Furano have plans for thoughtful expansion of the brand worldwide. Scheduled to open this year are Rock & Brews in Dallas, Texas; Phoenix, Arizona; a second location in Orlando Florida; a second location at Los Angeles International Airport, and more.

For more information, visit www.rockandbrews.com.

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