

GRILL CONCEPTS, INC.

NEWS RELEASE

CONTACTS:

Wayne Lipschitz
Chief Financial Officer
Grill Concepts, Inc.
(818) 251-7070

Angie Yang/Roger Pondel
PondelWilkinson Inc.
(310) 279-5980
investor@pondel.com

DAILY GRILL RESTAURANT ON CENTURY OPENS NEAR LAX AIRPORT

WOODLAND HILLS, Calif. – April 19, 2010 – Grill Concepts, Inc. (Pink Sheets:GLLC) today announced the grand opening of its *Daily Grill* restaurant in the Westin Los Angeles Airport Hotel at 5410 West Century Boulevard. The Daily Grill on Century is now serving breakfast, lunch and dinner, as well as providing lobby bar service and room service for the nearly 800-room hotel.

“We are very excited about our newest restaurant, which occupies approximately 7,000 square feet and accommodates seating for 200-plus guests including the patio,” said Philip Gay, president and chief executive officer. “We look forward to serving up *Daily Grill*’s freshly prepared, made-from-scratch American fare to our regular following of guests from the South Bay Daily Grill and to the Westin hotel’s guests from all over the world.”

The Westin LAX is just minutes away from downtown Los Angeles, Hollywood and Manhattan Beach and just four blocks from the Los Angeles International Airport, making it a convenient destination for business or for pleasure.

Born in Southern California and quintessentially American in ambiance and fare, *Daily Grill* has received rave reviews for its straightforward, classic American fare, prepared using home-cooking techniques and with fresh ingredients purchased daily. *Daily Grill*’s menu features Certified Angus Beef, unique appetizers, fresh seafood and home-style desserts, among others, to delight the palates of its guests. For those who appreciate great American food made from scratch, *Daily Grill* invites guests to come and experience dining the way it was meant to be, one great meal at a time, by people who care.

About Grill Concepts, Inc.

Grill Concepts owns, manages and licenses upscale casual and fine dining, full service restaurants under two core brand names: *The Grill on the Alley* and *Daily Grill*; as well as a newly launched quick casual concept named *In Short Order – Daily Grill*. The company operates 30 restaurants including seven *The Grill on the Alley*-branded restaurants in Beverly Hills, Hollywood, San Jose and Westlake Village, California; Chicago, Illinois; Dallas, Texas; and Aventura, Florida; 22 *Daily Grill* restaurants in California; the Washington, D.C. metropolitan region; Houston and Austin, Texas; Portland, Oregon; Seattle, Washington; Boston, Massachusetts; and Tulsa, Oklahoma; as well as one *In Short Order – Daily Grill* in Seattle, Washington.

#