

# PRESS RELEASE

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## The Fiesta Comes to Cleveland!

*MRN Ltd. Announces New Mexican Restaurant and Tequila Bar Addition to Famed East 4<sup>th</sup> Street*

*Cleveland, June 12, 2006* — In an exciting announcement, Ari Marion, Partner of MRN, Ltd., has unveiled a unique, new restaurant concept, *Zocalo*, featuring Mexican cuisine from various regions of Mexico and a unique cantina, which promises to house one of the largest selections of tequilas and Mexican beers throughout the US. This announcement marks another spectacular addition East Fourth Neighborhood, which includes *House of Blues, Pickwick and Frolic, Flannery's Irish Pub* and soon to be opened *Lola's* and *The Corner Alley*. MRN Ltd. has commissioned Trifecta Management Group (TMG), a restaurant/entertainment firm, to bring the concept to fruition and manage the business when it opens this Fall.

"We are very excited about the addition of *Zocalo*, which will allow our guests to get a taste of Mexico without ever having to leave East Fourth Neighborhood," said Maron. "This type of concept is long overdue and puts Mexican cuisine on a whole new level. *Zocalo* will be the first of its kind in the US and based on the initial menu tastings, the food will be undeniably delicious."

Anyone that has visited Mexico can attest to the generous hospitality, flavorful food, colorful décor, and product that is uniquely Mexican, tequila. *Zocalo* will recreate these unmistakable characteristics of Mexico and bring them to the heart of Cleveland. This restaurant's winning formula will be the combination of freshly-made, authentic cuisine, an uncompromising selection of tequilas and Mexican beers, and friendly south of the border ambience and hospitality.

The signature and unique "alley" entrance will be used as a portal that leads our guests from the hectic city life into the warmth of Mexico. As guests stroll down the alley, the environment transforms into memories of their last Mexican vacation.

"This restaurant will celebrate the best in culinary dishes and festivities from Mexico," said Michael Auger, a managing partner of TMG with over 20 years of experience in the restaurant industry and specifically the Mexican cuisine segment. "This place will not be a typical taco, rice and beans restaurant, but will emphasize the authenticity and uniqueness of Mexican flavors, presented in an atmosphere as if our guests were in Mexico. Taking from the roots of Mexican hospitality, *Zocalo* will provide a festive environment, with an eye-popping, two-story tequila tower at the epicenter of the fiesta!"

As a part of the 5,000 square foot, two level restaurant and tequileria, *Zocalo* will feature an open exhibition kitchen, where guests can witness fresh tortillas being made from scratch, original Mexican entertainment and, for those on the run, a take out window, straight from the streets of Mexico!

***The Fiesta starts in Spring 2007!!!***

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The East 4th Street Project is a mixed-use redevelopment with entertainment, retail, and residential components. Located in the Historic Gateway District, East 4th Street serves as a connector to the Warehouse District, the Theatre District, and Public Square. The project is approximately 410,555 square feet, including more than 200 residential units and 3,400 parking spaces. MRN LTD is a commercial real estate development and management firm specializing in office and residential space. MRN LTD prides itself on being an unyielding proponent of revitalization and economic development in the City of Cleveland.

Trifecta Management Group (TMG) is a dynamic company established to create, develop, manage and operate innovative restaurant, retail and entertainment destinations. The Company was established by the former executive management team that comprised the strategic, operational and development nucleus at Game Works, the acclaimed restaurant and interactive entertainment concept conceived by Steven Spielberg. Known for creating compelling concepts and brands, this team is also recognized for delivering superior operating performance and structuring mutually beneficial partnerships with developers. For more information on TMG and its management team, please visit [www.trifecta-mg.com](http://www.trifecta-mg.com)