



PRESS RELEASE

FOR IMMEDIATE RELEASE

Friedreich's Ataxia Research Alliance recognizes OSI Restaurant Partners significant fundraising contributions, names OSI Partner of the Year

December 1, 2009 — The Friedreich's Ataxia Research Alliance (FARA) presented their 2009 Partner of the Year Award to OSI Restaurant Partners, LLC, the Tampa based parent company of Outback Steakhouse and other familiar restaurant concepts. The presentation was made to the OSI leadership in October at the retirement event of Paul Avery, Chief Operating Officer of OSI and member of the FARA Board of Directors.

"FARA recognizes that collaboration and partnership are absolutely essential for success." cited Jennifer Farmer, FARA Executive Director. "The challenges that we face in accomplishing our mission require that we establish partnerships with individuals and organizations from government, industry and other advocacy groups. We believe in recognizing and celebrating these partnerships and the people who make them successful."

The announcement states: "OSI is a distinctive organization whose leadership and employees ALL demonstrate and live supporting community through outstanding generosity and hospitality. The leadership and employees of the OSI concepts have supported the FARA mission through fundraising, in-kind contributions, raising awareness, creating community support for our families, and being wonderful and supportive partners and friends. They have invited FARA into their family and introduced us to a network of colleagues and friends that has also embraced our mission."

OSI generated more than \$750,000 in funds for FARA and literally transformed the organization's fundraising efforts in 2009. Contributions included:

- Hosting more than 100 luncheons that promote community support and fundraising with FA families and their friends
- Presenting sponsorship of the inaugural 2009 FARA Energy Ball
- Presenting sponsorship, personal participation, fundraising and media support for the organization's new signature fundraiser - Ride Ataxia
- Hosting larger fundraising events such as the Chesapeake Bay Clay Shoot

and the 2009 WE Cup golf event

- Providing Food and Services support for numerous grassroots fundraisers
- Participation and organization of numerous employee/company fundraising events
- Making FARA the beneficiary of restaurant programs and promotions
- Donation of time from restaurant managers and employees at every level of the organization to organize and support these events
- Raising Awareness through media opportunities and marketing support

FARA's presentation went on to say "The FARA community is extremely grateful for OSI's leadership, generosity and friendship." As one parent of a young person with FA states, "Hope is even more alive for all of us because of Outback!"

FARA Partner of the Year Selection Criteria

- Leadership and/or employees/constituents within the partner organization directly support FARA's mission and demonstrate a commitment to curing FA faster than thought possible(e.g., fundraising, in-kind contributions, professional services, etc.)
- Organizational culture that values community, helping others and volunteerism
- Commitment to increasing awareness of Friedreich's ataxia or FARA

About FARA

The Friedreich's Ataxia Research Alliance (FARA) is a 501(c)(3), non-profit, charitable organization dedicated to advancing research leading to treatments and a cure for Friedreich's ataxia. <http://www.curefa.org>

About OSI Restaurant Partners, LLC

OSI Restaurant Partners' portfolio of brands consists of Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse & Wine Bar, and Roy's restaurants. It has operations in 50 states and 20 countries internationally

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