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## **Bloomin' Brands Opens First Outback Steakhouse(R) in Shanghai**

### **Location Marks First Company-Owned Restaurant in China**

TAMPA, Fla., Dec. 11, 2012 (GLOBE NEWSWIRE) -- Shanghai's first Outback Steakhouse opened today on the first floor of SML Plaza in the Huangpu District. The new restaurant is the first company-owned restaurant in China for Bloomin' Brands, Inc. (Nasdaq:BLMN).

"We're looking forward to bringing an authentic steakhouse experience to Shanghai," said David Berg, President of the International Division at Bloomin' Brands. "This opening builds upon our success in Korea and Hong Kong as we continue to expand our international footprint where we believe there is global demand and relevance for our brand."

Outback Steakhouse opened its first international restaurant in 1996, less than 10 years after the first U.S. location. Today, the brand is a global casual dining leader with more than 200 restaurants in 20 countries and territories, including Australia, South Korea, Brazil and Hong Kong.

### **About Outback Steakhouse**

Outback Steakhouse was once again voted #1 Best Steak in the 2012 Zagat Survey(R) of National Full-Service Restaurant Chains for the fourth consecutive year. Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit [outback.com](http://outback.com) or [facebook.com/outback](https://facebook.com/outback).

### **About Bloomin' Brands, Inc.**

Bloomin' Brands, Inc. is one of the largest casual dining restaurant companies in the world. The portfolio of five founder-inspired brands is comprised of Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse & Wine Bar and Roy's with more than 1,400 restaurants in 48 states and 20 countries and territories. For more information, visit [bloominbrands.com](http://bloominbrands.com).

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