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FOR IMMEDIATE RELEASE

Prime Hospitality Group Opens New Portofino Coal Fired Pizza Restaurant in Homestead Florida

Homestead hosts first in planned chain of Coal Fired Pizza Restaurants

[Hollywood, FL, December 9, 2009] -- Prime Group announced the Grand Opening of its flagship restaurant, Portofino Coal Fired Pizza in Homestead. Located at 650 NE 22nd Terrace, Homestead, Florida 33033 on the Florida Turnpike Exit #2 and Campbell Drive, the restaurant is the first in a planned chain of Coal Fired Pizza Restaurants and welcomed addition to Homestead's continued growth and expansion as a business and leisure destination.

Built, owned and managed by veteran Homestead developers, Prime Group and Prime Hospitality Group, the new restaurant features seating for 143, authentic coal ovens, indoor and outdoor seating and a full liquor bar. It also showcases an interior rich in custom materials, fabric, stone, glass and hardwoods. The warm, contemporary colors blended with rugged stone and dark granites creates a most comfortable, upscale environment to enjoy a menu of hearty Italian specialties, coal fired pizzas, pastas, wings and oversized sandwiches.

Robert Click, general manager of the restaurant, said the elements in place will create a pleasant retreat for south Florida diners. Locals and travelers alike are sure to return time and time again to sample their Italian favorites with a twist of coal fire.”

Located in Portofino Plaza and within minutes of the Homestead/Miami Speedway, Homestead Air Reserve Base and multiple national parks and area attractions, the new restaurant is strategically positioned to accommodate both business and leisure

guests. Still a convenient 20 minutes from Miami or the Florida Keys, Portofino Coal Fired Pizza offers convenient dining to South Florida's renowned nightlife, shopping and expansive, outdoor recreation.

Portofino Coal Fired Pizza is part of the Prime Group of companies, recognized internationally as a premier developer, management company. Prime Group develops, owns and manages residential, commercial, hospitality and mixed use projects and are award-winning leaders in south Florida construction and land development.

Headquartered in Hollywood, FL, Prime Group focuses on the acquisition, development and management of residential and commercial real estate. In addition to the new Portofino Coal Fired Pizza, Prime Group's developments span the state of Florida to include single and multifamily residential communities, apartment communities, retail centers, hotels and professional and medical office buildings. To learn more about Prime Group and the Prime Group of Companies visit www.PrimeGroupUS.com.