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FOR IMMEDIATE RELEASE

Prime Hospitality Group Announces the Opening of Second Portofino Coal Fired Pizza Restaurant in Kendall, Florida

Kendall location to host expansion of Portofino Coal Fired Pizza Restaurants

[Hollywood, FL, August 17, 2010] -- Prime Group announced the Grand Opening of its second Portofino Coal Fired Pizza restaurant, in Kendall, Florida. Located at 11535 N. Kendall Drive (SW 88th Street), Miami, Florida just west of the Florida Turnpike on Kendall Drive in the Cross Roads Shopping Center. This will mark the second restaurant in the Portofino Coal Fired Pizza chain and signals a success for the new restaurant chain.

Modeled after their first restaurant in Homestead, Florida, the Kendall store offers the same menu, price points and specials to ensure a common, pleasurable experience in each location.

Built, owned and managed by veteran developers, Prime Group and Prime Hospitality Group, the new restaurant features seating for 120, authentic coal ovens, beer and wine. 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, "Our experience in Homestead has defined our role as a comfortable, upscale dining destination with a growing, loyal customer base."

Located in the Cross Roads Shopping Center within the heart of Kendall, just minutes from Nova Southeastern University, Baptist Hospital, Barry and Florida International Universities. Still a convenient 15 minutes from Miami, 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 and 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.