



Del Frisco's Restaurant Group Names Sarah McAloon Brand President of Del Frisco's Grille

SOUTHLAKE, Texas, March 14, 2017 (GLOBE NEWSWIRE) -- [Del Frisco's Restaurant Group](#), Inc. (NASDAQ:DFRG) is pleased to announce that the Company has named Sarah McAloon as Brand President of [Del Frisco's Grille](#), effective April 3, 2017. Ms. McAloon's appointment marks the completion of the Company's implementation of Brand Presidents to lead the management and growth of Del Frisco's Double Eagle Steak House, Sullivan's Steakhouse, and Del Frisco's Grille with the goal of creating greater distinction between the three restaurant brands.

As Brand President of Del Frisco's Grille, Ms. McAloon will lead the operations of the concept's 23 restaurant locations. Most recently, Sarah McAloon served as chief marketing officer at Cicis where she was instrumental in the brand turnaround. During her tenure there, the company experienced 15 consecutive quarters of same store sales growth and experienced a significant increase in its brand health score. Under her leadership, Cicis successfully redefined its brand from "low price value" to "empowering value" and evolved the brand proposition to attract the new target customer.

"The addition of Sarah highlights our commitment to assembling the best leadership team and we are excited to welcome her to Del Frisco's," said Norman Abdallah, CEO of Del Frisco's Restaurant Group. "With her past experience working with consumer focused consultants, Sarah commands a keen ability to enthusiastically implement positive changes as we leverage the learnings from Bain Consulting's research to benefit existing and new Del Frisco's Grille restaurants. Having now named Brand Presidents for each of our concepts, I look forward to what we can accomplish together."

Prior to joining Cicis, Ms. McAloon held the role of Chief Marketing Officer at Sbarro and helped transform the concept's positioning and profitability. She previously spent 13 years at Yum! Brands, where she led national marketing and media for Pizza Hut, Inc. Ms. McAloon holds a master's degree in marketing management from Middlesex University in London, and a bachelor's degree from University of Sunderland in the North East of England.

About Del Frisco's Restaurant Group, Inc.

Based in Southlake, Texas, near Dallas, Del Frisco's Restaurant Group, Inc. is a collection of 53 restaurants across 24 states and Washington, D.C., including Del Frisco's Double Eagle Steak House, Sullivan's Steakhouse, and Del Frisco's Grille. Del Frisco's Double Eagle Steak House serves up flawless cuisine that's bold and delicious, an extensive award-winning wine list and a level of service that reminds guests that they're the boss. Sullivan's Steakhouse is a great neighborhood place for a big night out on the town - with outstanding food, hand-shaken martinis, an award winning wine list, and live entertainment all under one roof. Del Frisco's Grille is modern, inviting, stylish and fun, taking the classic bar and grill to new heights, and drawing inspiration from bold flavors and market-fresh ingredients.

For further information about our restaurants, to make reservations, or to purchase gift cards, please visit: www.DelFriscos.com, www.SullivansSteakhouse.com, and www.DelFriscosGrille.com. For more information about Del Frisco's Restaurant Group, Inc., please visit www.DFRG.com.

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