



Del Frisco's Restaurant Group Names Brandon Coleman III Chief Marketing Officer

SOUTHLAKE, Texas, Dec. 27, 2016 (GLOBE NEWSWIRE) -- [Del Frisco's Restaurant Group](#), Inc. (NASDAQ:DFRG) is pleased to announce that the company has named Brandon Coleman III as Chief Marketing Officer, effective immediately. Mr. Coleman is a proven marketing executive with deep knowledge of the restaurant industry. As Chief Marketing Officer, he will be responsible for driving the marketing strategy for Del Frisco's Restaurant Group's three concepts, Del Frisco's Double Eagle Steak house, Sullivan's Steakhouse, and Del Frisco's Grille.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/f3008275-817e-4bd5-bba5-830aa071dd51>.

"Brandon is a leader who excels at building and enhancing brand equity to help drive immediate and lasting results," said Norman Abdallah, CEO of Del Frisco's Restaurant Group. "As a dynamic and forward-thinking leader, we are confident that Brandon's depth of knowledge and significant industry experience will make him the right fit for the role. We are thrilled to welcome him to the leadership team and look forward to the immediate impact he will have on the company."

Most recently, Mr. Coleman served as Management Consultant & Chief Executive Officer of Brava Partners, the management consulting firm he founded in 2014. Previously, he held the role of Chief Marketing Officer of the consumer technology company Snapfinger, Inc., where he led sales, marketing, and product development to successfully position the startup for acquisition. Prior to Snapfinger, Mr. Coleman served as Chief Marketing Officer of Romano's Macaroni Grill, a \$500 million enterprise, which he led through a "Fork to Facebook" rebranding strategy that improved the company's sales trend significantly.

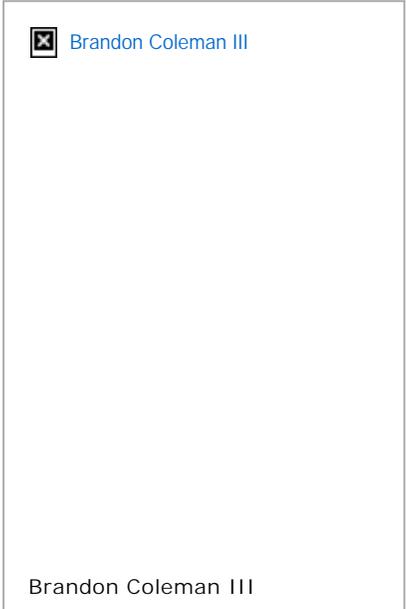
"Del Frisco's Restaurant Group has built a loyal following that appreciates the exceptional food and unparalleled hospitality the three distinct brands have to offer," said Brandon Coleman. "I have a passion for helping restaurant companies leverage strategic planning, customer-centric branding and digital innovation to achieve their business goals and I'm excited to join Del Frisco's, a company I have always connected with because its focus on creating a unique and memorable dining experience. I look forward to working with this outstanding team to help increase the company's existing brand equity and engage with new and existing guests."

Mr. Coleman also served as Vice President of Marketing for Restaurants Unlimited, Inc. (RUI) where he spearheaded a series of successful brand campaigns to establish the brand positioning to drive sales for RUI's 14 portfolio brands. He began his professional career at global advertising firm McCann after receiving a bachelor's degree in marketing from the Mays Business School at Texas A&M University.

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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