

FOR IMMEDIATE RELEASE



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**THE FIESTA IS BACK IN SAN LEANDRO
CHEVYS FRESH MEX® IS OPEN AT BAYFAIR CENTER**

***Chevys Grand Opening Fiesta & Charity Tortilla Toss Thursday August 17th - 4pm-7pm
Community Invited to Enjoy the Fiesta and Raise Funds for San Leandro Boys & Girls Club***

Cypress, Calif. —August, 9, 2006—Chevys' newest location and the 102nd restaurant nationwide, has opened at the Bayfair Center in San Leandro. Chevys fans that missed their famous sizzling fajitas and fresh fruit margaritas are invited into the freshly opened restaurant, now located in the southeast section of the Bayfair Center, to get their fill of the Fresh Mex® fare they crave!

Chevys new location at Bayfair Center has a warm and inviting, fun and casual atmosphere with fresh Mexican dishes prepared from scratch using only the freshest ingredients including their famous fajitas, their award winning chips and salsa and their signature tortillas made by EL MACHINO® that turns out piping-hot, fresh tortillas every 53 seconds.

"San Leandro has been so good to Chevys and we are happy to be back as part of this community in our new location," said Damaris Penagos, general manager Chevys San Leandro. "We invite the community to join us in celebrating our Grand Opening Fiesta and we get to give back to the community by raising money for the Boys & Girls Club."

Chevys will celebrate its Grand Opening on Thursday, August 17, from 4 p.m. to 7 p.m. with a giant fiesta and charity tortilla toss benefiting the Boys & Girls Club of San Leandro. Chevys own tortilla machine— EL MACHINO®, will make the hundreds of tortillas for the charity toss. Attendees can purchase tortillas then toss them into the famous Chevys bus with proceeds given to the Boys & Girls Club. The community is invited to enjoy food, games, live music, prizes and more.

Throughout the evening, Chevys will host a raffle for prizes including Chevys CDs, T-shirts, free meals and more. Guests will also get to sample Chevys thin warm chips and freshly-made fire-roasted salsa. A mariachi band will provide lively music throughout the event.

"We are excited for the Grand Opening Fiesta at Chevys and the Tortilla Toss will be a fun, engaging activity for kids and parents to enjoy while raising much needed funds for the Boys & Girls Club of San Leandro," said Bob Glotch, executive director of the Boys & Girls Club San Leandro.

Chevys San Leandro is open from 11am to 10pm Monday through Thursday, 11am to 11pm Friday, Saturday 10am to 11pm and Sunday 10am to 10pm. Chevys Fresh Mex® at Bayfair Center is located at 15555 East 14th Street in San Leandro, Calif. For more information please call: 510-276-0962.

About Chevys Fresh Mex®

Chevys, Inc., is a leading independent Mexican restaurant chain in the U.S., with 102 Chevys Fresh Mex® Restaurants nationwide. Chevys originated the Fresh Mex® concept in Mexican cooking twenty years ago. Fresh Mex® is a registered trademark of Chevys, Inc. For more information about Chevys' restaurants, please visit the company's website at www.chevys.com.

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Chevys



Fresh Facts about Chevys Fresh Mex® Restaurants

Company

Headquartered in Cypress, Calif., Real Mex Restaurants, Inc. is one of the largest full-service, casual dining Mexican restaurant chain operators in the United States, with nearly 200 restaurants operating in more than a dozen states with sales in excess of half a billion dollars. These include 102 Chevys Fresh Mex® restaurants. Since the inception of Chevys Fresh Mex® restaurants, the company has dedicated itself to serving spectacular fresh food at casual dining prices. In fact, the company has been so dedicated to this mission it created the Fresh Mex® Pledge that appears on every menu. It reads: *"Everything -- and we mean everything -- is made fresh daily."* For more information, please visit the company's website: www.chevys.com

Chevys

Overview:

Chevys originated the Fresh Mex® concept in Mexican cooking in 1986 with the opening of its first location in Alameda, California by San Francisco Bay Area entrepreneurs Warren Simmons, Sr. and Warren "Scooter" Simmons, Jr. Currently 102 franchised and company owned locations by RealMex Restaurants.

Restaurants:

102 CHEVYS FRESH MEX® restaurants across the United States.

Key Management:

- Fred Wolfe Chief Executive Officer, Real Mex Restaurants, Inc.
- Charles Rink Chief Operating Officer, Real Mex Restaurants, Inc.;
President, Chevys Restaurants, LLC
- Steve Tanner Chief Financial Officer, Real Mex Restaurants, Inc.

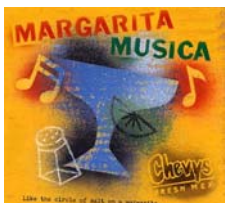
Ownership:

Chevys Fresh Mex® is a privately held company. Management-owned by RealMex Restaurants, Inc.



The Chevys Fresh Mex® Cookbook, published by Ten Speed Press, with over 75,000 copies sold. The 128 page full color Mexican primer is loaded with over 70 Fresh Mex® recipes, cooking tips and ideas for a perfect fiesta.

Margarita Musica CD: In October 2002, Chevys produced a first of its kind music CD that was introduced and sold in restaurants. The Margarita Musica is a compilation of the best Latin music played at Chevys locations.



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RealMex Restaurants, Inc. owns the rights to the words “FRESH MEX®.” They are trademarked and strictly reserved for the CHEVYS brand.

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