



FOR IMMEDIATE RELEASE

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Fairview Town Center To Welcome The First Paula Deen's Family Kitchen in Texas

Paula Deen and Fairview Town Center announced plans to open the first Paula Deen's Family Kitchen in the state of Texas at 163 Fountain Court, Fairview, TX. This new location will be located in the largest inland metropolitan area in the United States with a population in excess of 7,000,000. Scheduled to open Spring 2018, Deen stated, "I adore all my fans in Texas, and bringing my Southern cooking to the Lone Star State is something I have dreamed about for years. This is the perfect place to bring together family, friends and great Southern food – three of my favorite things!"

Paula Deen's Family Kitchen combines Southern hospitality with classic Deen Family recipes brought straight to the table, including favorites such as Paula's Southern Fried Chicken, Spare Ribs and Georgia Fried Catfish. Meals are served "family style" and guests can order endless portions of Southern-style entrees, side dishes and desserts. "I have taken my favorite recipes and brought them to life in an atmosphere that feels just like my own home," said Deen. "When you come in and are taken to your table, the first thing you're gonna get is biscuits and sweet potato butter that'll make your tongue wanna slap your brains out."

Guests can dine in the 250-seat dining room, browse retail items from Paula's home, kitchen and lifestyle collection, and enjoy a unique interactive cooking experience at a full-scale replica of Paula's kitchen called "Cooking with Paula". Follow us on Facebook (www.facebook.com/PDFKDallas) for upcoming details about "Cooking with Paula" and be amongst the first to reserve your experience.

Current Paula Deen's Family Kitchen locations include Pigeon Forge, Tennessee and Myrtle Beach, South Carolina, with more locations planned. Deen's first restaurant, The Lady & Sons, officially opened in downtown Savannah on January 8, 1996.

"We are so thrilled to announce the addition of Paula Deen's Family Kitchen to Fairview Town Center," commented Matt Gallo, Senior Vice President, Lincoln Property Company. "Paula Deen's Family Kitchen will further position Fairview Town Center as the place to dine in Northern Collin County – there will truly be something for everyone." "We can't wait to bring the love and warmth of the Paula Deen Family Kitchen to Dallas" said Rajat Shah, founder and CEO of Phoenix Hospitality & Entertainment.

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About Fairview Town Center: Fairview Town Center is located at the intersection of US75 and Stacy Road in Fairview, TX, and includes national and regional retailers, restaurants and entertainment venues such as Dillard's, Macy's, JCPenney, The Container Store, Old Navy, Buckle, Express, Versona Accessories, Gloria's, Wild Salsa, Cane Rosso, Splitsville Luxury Lanes, Whole Foods Market and iPic Theaters. Visit Fairview Town Center online at www.fairviewtowncenter.com.

About Phoenix Hospitality and Entertainment, Inc.: Phoenix Hospitality & Entertainment, www.phoenixhe.com, is one of the top emerging hospitality and entertainment companies in the United States. The company is focused on bringing the “next” level of family and group dining, retail and entertainment to your community. Phoenix Hospitality & Entertainment works closely with celebrity and athletic brands to create and establish multi-generational experiences.

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