

McCORMICK & SCHMICK'S

SEAFOOD RESTAURANT

FOR IMMEDIATE RELEASE

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McCormick & Schmick's Seafood Restaurant First Annual Backpack Drive to Benefit the Seedling Foundation

***Local Restaurant Collecting NEW Backpacks and School Supplies for
Austin Area Schools through the Seedling Foundation:
Receive a \$10 gift certificate for every NEW backpack donated***

July 30, 2007- Austin, TX- McCormick and Schmick's Seafood Restaurant has launched its first annual backpack drive, asking the Austin community to open their hearts and give a needy child a fresh start to this school year.

Since July 16, McCormick and Schmick's has been accepting donations of brand new, full size backpacks and school supplies in exchange for a \$10 gift certificate, redeemable at their downtown restaurant located at 401 Congress (at the base of the Frost Bank Tower). The collection will continue through August 20, when the totals will be announced, and the presentation of the backpacks will be made to the Seedling Foundation, a non-profit organization dedicated to supporting a number of schools in the Austin Independent School District by mentoring children of incarcerated parents.

"We are confident the residents of Austin will be willing to help give a child a great start to school this year," said Richard Everitt, general manager of McCormick & Schmick's Seafood Restaurant.

The goal is to collect enough backpacks to provide children at a needy school with a new backpack. The Seedling Foundation works closely with east Austin schools and will be helping McCormick and Schmick's distribute the backpacks before school starts in late August.

"Equipping students with necessary tools facilitates academic success and we are grateful to McCormick and Schmick's for choosing the Seedling Foundation and the

children we mentor as the beneficiaries of their backpack drive,” said Sari Waxler, executive director of the Seedling Foundation.

For more information on the backpack drive, please contact PetersGroup Public Relations at 512-794-8600 or katie@petersgroupPR.com.

About McCormick & Schmick’s Seafood Restaurants

McCormick & Schmick's Seafood Restaurants focus on serving a broad selection of fresh seafood with a menu printed twice daily and featuring the signature “Fresh List” of more than 30 varieties of fresh seafood, in addition to aged steaks, poultry, entrée salads and pasta. Each restaurant’s chef contributes to the menu’s unique and imaginative appeal by creating dishes tailored to regional tastes and their own talents. McCormick & Schmick's offers an inviting atmosphere and a high quality, diverse menu for everyone from casual diners, families and tourists to business travelers and special occasion diners. Learn more at www.McCormickandSchmicks.com

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About the Seedling Foundation

Formerly known as the Travis Community Education Foundation, for more than a decade the Seedling Foundation has been improving Austin public schools in ways both seen and unseen. The Foundation is a group of people just like you who are making a difference every day for our schoolchildren through mentoring the children of the incarcerated, beautifying campuses and providing educational and technical support for high need schools. The Seedling Foundation is a 501(c)(3) non-profit organization dedicated to supporting public schools through building community. Learn more about the Seedling Foundation at www.seedlingfoundation.net