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## **CROWD EXPECTED TO CAMP OVERNIGHT TO WIN FREE BUFFALO WILD WINGS FOR ONE YEAR**

**Belleville, IL, Oct. 6, 2008:** BUFFALO WILD WINGS®, is opening its twelfth location in Belleville, Ill. – and giving St. Louis metro area customers a rare opportunity. The first 100 guests through the door for the restaurant’s Grand Opening at 11 a.m. on October 9 will ALL receive free wings for a year.

Local Wild Wing fanatics know to arrive early to be one of the first 100 guests. In fact, participants of previous Buffalo Wild Wings grand opening promotions have been known to camp out as early as 36 hours in advance.

“Based on our recent Grand Opening in St. Peters, Mo., we actually expect more than one-hundred people will be lining up outside our door when the sun rises Thursday morning,” said David Jones – owner of all 12 Buffalo Wild Wings locations in metro St. Louis.

**Date:** Thursday, October 9

**Time:** 11:00 a.m. (best photo opportunities 3 a.m.-11 a.m.)

**Location:** Buffalo Wild Wings-Belleville – 5600 Belleville Crossing (Highway 15 at Frank Scott Parkway)

“The Grand Opening of our Belleville restaurant is a great opportunity for us to show local residents what we stand for: great wings and tons of sports in a vibrant atmosphere,” said Doug Tieber, co-owner of the St. Louis metro Buffalo Wild Wings restaurants. “Our ‘Free Wings For a Year’ giveaway to our first 100 new guests enables us to introduce our award-winning wings to those new customers who may not have experienced them and reward the loyalty of those wing fanatics who have enjoyed our wings at any of our other locations.”

### **About Buffalo Wild Wings**

Buffalo Wild Wings, Inc., founded in 1982 is one of the Top 10 Fastest Growing Restaurant Chains in the country. It is an established and growing owner, operator and franchisor of restaurants featuring a variety of boldly flavored, made-to-order menu items including boneless wings and Buffalo, New York-style chicken wings spun in one of BUFFALO WILD WINGS 14 signature sauces. The widespread appeal of the BUFFALO WILD WINGS concept establishes its restaurants as an inviting, neighborhood destination with more than 385 restaurants in 36 states.