



“In here, it’s Always Friday.”®



### T.G.I. Friday’s® Brand Manifesto

In 1965, Friday’s® opened its first location in NYC, and it quickly became known as the place where people would let their hair down and be themselves. That first restaurant and bar gave people the opportunity to meet and connect with others in an invigorating environment – and for every guest, no matter when they came in, every visit felt like Friday.

The bartenders pride themselves on providing a stimulating environment, where you feel free to let loose and play. And our waiters and waitresses work hard to extend this infectious energy to the dining area with flair and skill. Our world class “ring the bell” service heightens the experience for all of our guests, making them feel at ease and open to act naturally, speak honestly and play freely. We always provide the environment that frees our guests to let go of the restraints of the day, be themselves and play, so they leave our restaurant feeling far better than they did when they first walked thru our doors. The world has changed a lot since 1965 but the need for the “Friday Feeling” has not. It is just as relevant today and we must bring it to life every day for our guests.

[www.tgifridays.com](http://www.tgifridays.com)  
[www.Carlson.com](http://www.Carlson.com)  
[www.facebook.com/TGIFridays](https://www.facebook.com/TGIFridays)  
[www.twitter.com/#!/tgifridays](https://www.twitter.com/#!/tgifridays)

### Ambition 2015

We have great ambitions for T.G.I. Fridays. Our goal is to be the leading global casual dining brand; we want to be the number one choice of guests, the number one choice of employees, and the number one choice of investors.

### Current Portfolio

As of December 2011, there are 934 Friday’s restaurants including T.G.I. Friday’s, Friday’s Front Row Sports Grill® and Friday’s American Bar®. T.G.I. Friday’s operates in 45 states and 61 countries worldwide. In 2012, we plan to open restaurants in over 25 countries.

<b>Friday’s Total</b>	<b>934</b>
USA Company Owned	272
USA Franchise	283
Licensed	10
USA Total	565
International Company Owned	66
International Franchise	271
International Total	355
<b>Total Countries including US</b>	<b>68</b>
Total States	45
Total Franchise Groups	84
Domestic	39
International	45
<b>Total Friday’s Team Members Worldwide</b>	<b>71,000</b>