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FOR IMMEDIATE RELEASE



JOHNSON & SEKIN

Johnson & Sekin Named Newest Print Creative Agency for Chili's® Grill & Bar

Dallas agency known for winning awards celebrates new account win

Dallas, Texas (August 8, 2017) - One of the Southwest's most experienced restaurant marketing agencies has been selected by one of America's most revered restaurant brands to handle print creative services.

Dallas-based Chili's will partner with Johnson & Sekin for creative services including restaurant menu and point-of-purchase material development, national promotion support, local restaurant marketing and new restaurant opening support.

"We're tremendously excited to work on an iconic American brand like Chili's Grill & Bar," said Chris Sekin, Managing Partner and Executive Creative Director of Johnson & Sekin. "Being from Dallas, Chili's has been an integral part of lives for decades and an industry leader in quality food, exceptional service, a warm and inviting atmosphere and convenient technology."

Johnson & Sekin was founded in 2009 by Dallas creative veterans Kent Johnson and Chris Sekin. They have become one of Dallas' most awarded ad agencies and among the most experienced restaurant agencies in the Southwest. Their work has included a variety of fast food, fast casual, casual dining and upscale restaurant brands, including *Nations Restaurant News* "Hot Concepts!" winners to Distinguished Restaurants of North America (DiRoNA) winners.

Over the last year, the agency's work has been recognized by American Advertising Federation, American Marketing Association, Luerzer's Archive and Logo Lounge. Current restaurant clients include Del Frisco's Double Eagle Steakhouse, Jason Dady Restaurant Group, non-profit Meat Fight, Pecan Lodge BBQ, Teasdale Latin Foods and Pizza Inn.

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For more information about Chili's, visit chilis.com. For more information about Johnson & Sekin, visit johnsonandsekin.com.

About Chili's

Chili's® Grill & Bar is the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT), a recognized leader in casual dining. Known for their signature menu items – burgers, fajitas, ribs and margaritas – Chili's offers fresh, bold and unexpected flavors. Each ChiliHead at more than 1,600 locations in 32 countries and two territories takes great pride in Chili's purpose of connecting with and serving Guests and giving back to the communities in which they are located. In addition to Chili's, Brinker owns and operates Maggiano's Little Italy®. For more brand-related information, visit www.chilis.com.

About Johnson & Sekin

Creative veterans Kent Johnson and Chris Sekin lead one of Dallas' most awarded and talked-about advertising agencies, with accounts including Caliber Collision, Dallas Cowboys Merchandising, Del Frisco's Restaurant Group, Pizza Inn, Teasdale Latin Foods, and non-profit Meat Fight among others. For more, visit www.johnsonandsekin.com.

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