

Your Business ... Your Burlington

Leading restaurant group holding career fairs for displaced Outback employees

BURLINGTON, ON, March 25 /CNW/ - Proving why they are considered leaders in the hospitality industry, SIR Corp. has announced that effective March 30, 2009, they will honor Canadian gift cards issued by Outback Steakhouse Canada, which announced on Monday, March 23 that they have closed their nine stores in Ontario. In addition, SIR Corp. is also holding career fairs at 11 of their Jack Astor's(R), Canyon Creek(R) and Alice Fazooli's!(R) locations throughout Southern Ontario on Wednesday, March 25th from 9am-5pm for all impacted Outback employees and will be accepting resumes until the end of the week.

"We recognize that this is a very challenging period for the industry and it's unfortunate for all of us that a competitor like Outback Steakhouse Canada has chosen to close their restaurants. Outback approached us about their plan to close and we agreed that we should work together on a solution since we fundamentally agree that people within our community still need to be looked after," said Corey Dalton, President, SIR Corp. "We are stepping up to open our doors to consumers who are looking to redeem their cards and employees who are now unemployed and encouraging them to dine with us or perhaps, join our team."

SIR Corp. plans to honor all Outback gift cards issued in Ontario. This will enable these gift card holders to explore a wide variety of restaurant concepts that range from fun, casual family-style dining to more elegant, fine dining. Consumers can simply walk into any of SIR Corp.'s 45 restaurants in Canada and present the Outback card to the server and enjoy a fresh, new dining experience. Cards will be honored at current value. Visit www.sircorp.com/outback for all terms and conditions.

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Career fair attendees will have the chance to submit their resumes until the end of the week and meet with a representative from SIR Corp., who will evaluate their application to see if their skills and experience could fit with the organization.

Dalton adds, "We encourage anyone interested in joining our team to come in and talk to us. Our company is coming into our busy summer patio season, and we always have a need for additional team members - particularly local hospitality professionals - who are critical to our success. We look forward to welcoming former Outback staff and giving prospective candidates the opportunity to visit our restaurants and meet our team members."

ABOUT SIR CORP. - SERVICE INSPIRED RESTAURANTS

SIR Corp. ("SIR") is a privately held Canadian corporation that owns and operates a portfolio of 45 casual and fine dining restaurants in Canada. The business is focused on creating, developing, and operating best-in-class restaurants. Best-in-class means SIR strives for the best people, the best food and the best atmosphere at each of its restaurants. These values are shared company-wide and the resulting high level of quality and attention to detail can be found in each restaurant. SIR's passion is reflected in its name, which stands for Service Inspired Restaurants. SIR is about bringing people together, building lasting relationships and setting the standard for best in class. SIR has grown from five restaurants and \$17 million in revenue in 1993, to 43 restaurants and over \$188 million in revenue in its fiscal year ending August 31, 2008. Currently, SIR has approximately 4,000 employees across Canada.

SIR's diverse portfolio of restaurants is designed to appeal to a broad set of consumer tastes. Concept restaurants have multiple locations, reflecting their broader demographic appeal. SIR concept brands include: Jack Astor's(R) Bar and Grill, with 29 locations in Canada; Alice Fazooli's!(R), with five locations; and Canyon Creek Chop House(R), with eight locations. SIR's Signature Restaurants are one-of-a-kind brands located in downtown Toronto that range in offerings from fine dining with award-winning menus to a very active sports bar. Signature Restaurants comprise the upscale reds(R), Far Niente(R), Four(TM), Petit Four(TM) and the casual Loose Moose Tap & Grill(R). All trademarks related to the concept and signature brands noted above are used by SIR under a license agreement with SIR Royalty Limited Partnership.

For more information on SIR Corp. or the SIR Royalty Income Fund, please visit www.sircorp.com