



FOR IMMEDIATE RELEASE

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**JEROME BETTIS UNVEILS DETAILS OF NEW RESTAURANT
SET FOR DEVELOPMENT ON NORTH SHORE
Continental Real Estate Confirms Timing, Set to Open in May 2007**

PITTSBURGH, PA – January 26, 2007 – At a press conference held today, retired Pittsburgh Steelers running back Jerome Bettis unveiled specifics for the new Jerome Bettis Grille 36 that is set for development on the North Shore and is expected to open in May of 2007.

“No matter where I am, in my heart and soul, I will always consider myself a part of Pittsburgh,” said Bettis. “I’m grateful for the tremendous support I’ve had from the fans through the years and look forward to the opportunity to open this exciting Grille in a great location on the North Shore, next to Heinz Field. The development team we’ve assembled is focused on fantastic food and an exciting environment that celebrates football in Pittsburgh.”

Working with Fort Lauderdale based Celebrity Ventures Inc., Bettis will develop the Jerome Bettis Grille 36 on the Heinz Field side of the DelMonte Building, in a 8500 square foot space. The restaurant will have a state-of-the-art audio visual presentation that involves a \$350,000 investment and more than 40 high definition televisions.

The menu will provide a broad range of casual dining offerings such as:

- Entrees ranging from the signature Jerome 36 ounce Steak, burgers, ahi tuna, lemon-garlic chicken, pecan-encrusted pork chops, tremendous salads, sandwiches like a fried-cheddar and meatloaf hoagie and hot shrimp BLT;
- A bar that will offer top shelf specialties including 36 different martinis, 36 different beers and 36 different vodkas, in honor of the number Bettis wore while playing for the Steelers;
- Desserts such as hot deep dish apple pie, skillet peach cobbler and a banana split martini for two.

“The emphasis for this restaurant is on fantastic food, but the décor of Jerome Bettis Grille 36 will have a community feel that will reflect the personality of Pittsburgh and is designed for those who love the Pittsburgh Steelers and especially Jerome Bettis,” said Howard Shiller, partner, Celebrity Ventures, Inc. “The Grille will showcase personal elements of Jerome’s life and career, including his time at Notre Dame. Based on the reception of the concept, additional locations in the Pittsburgh region are a possibility.”

The restaurant is the next in a line of consistent development that has been underway on the North Shore, including the location of Fox Sports Network (FSN) Pittsburgh's cable news network, tenants DelMonte and Equitable Resources, McFadden's Restaurant and Saloon, Hyde Park Steakhouse and Calico Jacks Cantina.

"I cannot think of a better addition to the North Shore's team than number 36," said Continental Real Estate Companies Chairman Frank Kass. "Jerome is the definition of class and his development and operations partner Celebrity Ventures has an outstanding reputation for quality and success."

Including the Jerome Bettis Grille 36, Continental Real Estate Companies has developed more than 400,000 square-feet of class A office space and 70,000 square-feet of ground floor retail/restaurant space at the North Shore. Of that space, Continental has already leased 365,000 square-feet of office and 57,000 square-feet of the retail/restaurant space in the Del Monte Foods and Equitable Resource buildings.

ABOUT CELEBRITY VENTURES INC.

Celebrity Ventures , based in Fort Lauderdale, FL, formed in 2000 to launch a new kind of food-first focused, sports-theme restaurant that puts a whole new "spin" on the sports-restaurant experience by teaming Hall of Fame athletes with high-exposure locations and high-quality foodservice. CVI has developed a signature look for its establishments that is stylish and sleek with modern "gender-neutral" décor that represents the new millennium, but also classic enough to reflect the timelessness of the namesake athletes and their team affiliations at both the college and professional levels.

ABOUT CONTINENTAL REAL ESTATE

Based in Columbus, Ohio, Continental Real Estate Companies is a full-service commercial real estate developer. Continental develops and owns retail, office, hotel, multifamily residential, industrial and mixed-use properties throughout the United States. The Company has offices in Columbus, Pittsburgh, Dallas and Orlando.

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