



dineLA Restaurant Week Returns For First-Ever Fall Serving This October;

Dates set for October 4th – 9th/October 11th – 16th.

LA's 498 Sq. Miles Of Culinary Sensations Ready To Be Explored And Tasted.

(Los Angeles, CA) – Culinary, geographical and ethnic diversity will take center stage when **dineLA Restaurant Week** returns for the first-ever fall run **October 4-9, 2009 and October 11-16, 2009**. Following the immense success of last winter's event, foodies of every sort have spoken with their forks and **dineLA Restaurant Week** is ready to showcase the great chefs and restaurants throughout Los Angeles for a two-week run this fall.

Presented by [LA INC. The Los Angeles Convention and Visitors Bureau](#) in partnership with American Express, **dineLA Restaurant Week** presents the diverse and extraordinary talent that exists in Los Angeles. From local neighborhood family-owned eateries to upscale celebrity chef restaurants, **dineLA Restaurant Week** unites cafes, restaurants and bistros from all corners of the county. This unique gastronomic celebration provides local Angelenos and visitors alike the opportunity to treat themselves to a selection of specially priced three-course menus from a variety of LA's best establishments.

There is no membership, no credentials and no exclusivity; customers can simply make reservations as they would for any other night to take advantage of the special three-course menus. **dineLA Restaurant Week** is good for the local economy, good for the participating restaurants stretching from Long Beach to Sherman Oaks, and it is a great value for the customer.

"LA is already known as the 'entertainment capital of the world,' and with **dineLA Restaurant Week** we are able to showcase our incredible chefs, our regional fresh and ethnically diverse cuisine and some of the most beautifully designed restaurants and outdoor bistros," said Mark Liberman, president and CEO of LA INC. "Los Angeles has quickly become one of the premiere dining destinations in the world, and a Fall 2009 **dineLA Restaurant Week** helps us expand the platform to highlight LA's unique and ever-changing culinary spin. dineLA Restaurant Week has far exceeded expectations and it continues to grow with more than 150,000 consumers that dined out at the 175 participating restaurants during the last event."

Taking place over two consecutive weeks in October before returning again for its two week winter run (January 24-29 and January 31-February 5, 2010), **dineLA Restaurant Week** is the largest county-wide food experience of the year; it allows diners of all types to get out of their comfort zones and sample the many different types of cuisine, dining neighborhoods and restaurants the city has to offer. Featuring amazing limited-time offers, **dineLA Restaurant Week** aims to challenge dining habits, encourage people to try new places, and help them explore new neighborhoods.

Dining menus during the Fall 2009 **dineLA Restaurant Week** will be available in three price categories: **Deluxe Dining is \$16 for lunch and \$26 for dinner; Premier Dining is \$22 for lunch and \$34 for dinner, and Fine Dining is \$28 for lunch and \$44 for dinner** (beverages, tax and gratuity are not included; participating meal periods vary by restaurant). Also, many of the participating restaurants will be offering wine pairings along with their special three-course **dineLA Restaurant Week** menu for an additional charge.

"**dineLA Restaurant Week** is a fantastic opportunity to introduce Los Angeles to what I'm doing at the new Caché," explains Executive Chef Josiah Citrin. "We have created an entirely new restaurant that exemplifies the rich and diverse Los Angeles culture, and participating in **dineLA Restaurant Week** gives the public an opportunity to discover the menu at a terrific value. We are excited to present a modern, yet cozy dining setting at the beach—something that is distinctive to the LA dining experience."

"American Express is pleased to help showcase the tremendous culinary talent of Los Angeles," said Tom Mullen, vice president of, American Express Merchant Services. "This is a great opportunity to sample the many excellent restaurants of the Los Angeles area, and we are delighted to continue our support of **dineLA Restaurant Week**."

American Express® Cardmembers will be able to register their American Express® Card to receive a \$20 statement credit when they dine three or more times during dineLA Restaurant Week at participating restaurants. This exclusive promotion is designed to encourage Cardmembers to take full advantage of the special three-course meals offered at some of LA's best restaurants. Cardmembers can register beginning September 15, 2009 by going to dineLA.com/RestaurantWeek.

Watch for the list of participating restaurants coming soon to dineLA.com/RestaurantWeek.

ABOUT dineLA:

dineLA is a dynamic marketing initiative among LA INC., American Express and the LA restaurant community to promote the scale and variety of LA restaurant and food experiences to locals and visitors. dineLA's comprehensive Web site—www.dineLA.com—provides detailed information and search capabilities for over 2,000 area restaurants; chef profiles; a culinary events calendar; monthly enter-to-win giveaways; e-newsletter; online chef and restaurant videos; as well as engaging and timely editorial content. dineLA seeks to position Los Angeles



among the top restaurant cities in the world and to build awareness, traffic and revenue for restaurants throughout the greater LA area. In addition, dineLA plays an active role promoting the LA restaurant scene year-round through involvement in industry events such as the LA Wine Fest, Wally's Central Coast Wine & Food Celebration, Extravaganza for the Senses, and the March of Dimes Signature Chef Auction. For more information, please visit: dineLA.com.

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