

**Johnny's Steak House
American Bank Building
1515 Third Avenue
Moline, IL 61265
309-736-7099**

Dear Neighbor,

Perhaps you remember Velle's or the Old Oaks. It's too bad these fine dining establishments fell by the wayside years ago because people still talk about them. They remember family celebrations where they enjoyed exquisitely prepared meals served on fine china and white linen tablecloths by excellent waiters.

You know the events--the milestones of life we celebrate, family birthdays, anniversaries, graduations and other special occasions. I'm sure you have fond memories of your own special celebrations with family and friends.

These special events create memories you carry with you...throughout your life. Creating life-long memories isn't something we plan everyday, but perhaps we should.

When is the last time you enjoyed a wonderful evening celebrating life and creating a lifetime memory over a great meal with terrific service at a Quad City restaurant? Not just any restaurant, but one that provides a nice quiet setting, fine food and excellent service...everything you need for a wonderful celebration.

Unfortunately for many Quad City residents like yourself it has probably been a very long, long time. The fine restaurants of yesterday are gone, they have closed their doors and they are now banks or real estate offices. And that's really too bad.

However, when one door closes another door opens...

The doors that recently opened are the front doors to Johnny's Steak House. Perhaps you have already heard about Johnny's from friends or neighbors. But if you haven't, allow me the opportunity to introduce you to one of the finest restaurants in the area.

Johnny's is actually more than a restaurant...it is a place where lifelong memories are created. The memories begin shortly after you hand your keys to the valet parking attendant and step through the entrance's massive oak doors.

I'm not sure what you will notice first...the deep, plush carpet comforting your step or the festive art work decorating the waiting area, or perhaps the soft music and lighting that begins to relax you. Regardless of what captivates you first, you definitely realize your evening is going to be memorable.

(over, please)

You will appreciate the first-class service you receive after being seated at your candle-lit table. By the way, all the tables at Johnny's have a breathtaking panoramic view of the Mississippi River and the lights of the Quad Cities.

Johnny's menu will tantalize you with choices ranging from old favorites to new and exotic cuisine. The wine list is exquisite and features a handpicked selection of over 100 foreign and domestic wines. From escargot to "double-death" by chocolate, you will enjoy a truly fine meal...and by the way, the steaks, chops or lighter fare entrées of seafood or chicken are exquisitely prepared to your satisfaction.

But don't take my word about Johnny's. Bill Marshall, the entertainment editor for the Quad City Times had this to say about his recent dining experience at Johnny's.

"There have been but a few fine restaurants in the area over the years and I am pleased to add Johnny's to my very short list of the best in the business."

Johnny's is uniquely qualified as the finest dining establishment in the Quad Cities and is fully capable of providing the perfect setting for your next celebration. All you have to do is pick up the phone and make a reservation—a reservation for a life-long memory.

You'll also be pleased to know Johnny's prices are affordable, with entrées beginning at only \$14.95. But, don't wait to make that call because Johnny's reservation list fills up quickly, which is a testimonial itself about how well others enjoy Johnny's.

Why not call now and reserve your celebration experience, it's easy and only takes a few moments of your time...Here's Johnny's direct line for reservations 309-736-7099. Give them a call and make plans right now for your next birthday, anniversary or special event. You might even want to "just surprise" that special person in your life with a wonderful romantic dining experience. I'm sure you won't be disappointed.

Sincerely,

Johnny Overstreet

P.S. If you mention receiving this letter when you make your reservation, everyone in your party can enjoy a delicious dessert with their meal for no charge. That's right, if you call and make your reservation within seven days of receiving this letter you can enjoy your choice of Tiramisu, Cherry Cheesecake or Double-Death by Chocolate after your meal with my compliments.