



NEWS RELEASE

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THERE COULD STILL BE A TRIPLE CROWN WINNER AT BELMONT

Cincinnati Restaurateur Places Bet His Jockeys Will Complete The 2017 Sweep

CINCINNATI, OH – Jeff Ruby, the legendary restaurateur behind a collection of world-class steakhouses bearing his name (JeffRuby.com), is looking forward to a Triple Crown victory of his own as the world's finest thoroughbreds compete in The Belmont Stakes on June 10.

While Ruby doesn't own or even train a horse in the field, he does have a unique *steak* in the race's outcome just as he did with the first two legs of the Triple Crown this year – as a jockey sponsor. No sponsoring brand has ever won each of the 3 legs of the Triple Crown in the same year and only 1 other sponsor has won 2 legs.

Already this year, in a winning effort at The Kentucky Derby, Hall of Fame jockey John Velazquez wore the Ruby brand while aboard Always Dreaming. At The Preakness, Hall of Fame jockey Javier Castellano rode Cloud Computing to a win emblazoned with Jeff Ruby's Steakhouse branding. For The Ruby Triple Crown, only The Belmont remains.

Thus, if any of the 6 (or more) Jeff Ruby-sponsored jockeys cross the finish line first at Saturday's Belmont, a Triple Crown victory of sorts will have been claimed by one of the most engaging and philanthropic personalities in the restaurant and hospitality industry.

"My support of the jockey community goes back a lot of years," Ruby says. "I'm a racing enthusiast and respect everyone associated with the sport. I learned about and started to support a great organization – The Permanently Disabled Jockeys Fund (www.PDJF.com) – which supports jockeys who have sustained serious injuries. Several active jockeys heard about this and offered to wear our brand during some huge races."

Through that early support of the PDJF, Ruby built strong relationships with the entire jockey community and began sponsoring individual riders. "The jockey community is very close. They're family oriented and share so many of the same values that we hold important," Ruby said. "For many of them, our sponsorship provides means for their families to travel and watch them race. They represent our brand very, very well."

Placing big bets is nothing new for Ruby. In 1981, against all odds and with an economy in a fiery meltdown (not the least of which was a prime rate of 20%, the highest in American history), he opened the first of his fine-dining steakhouses, The Precinct. Today it is Cincinnati's longest-running fine dining restaurant and widely considered among the best in the country.

"Sure, just like any business decision, this is a bit of a gamble. But we look at our involvement as a great way to associate our growing company with superb athletes competing in a magnificent sport," Ruby said. "Supporting them is as important to me as any potential brand awareness we might be creating at the same time."

To add another level of excitement to Belmont week from June 5th – June 10th, each of Ruby's restaurants will feature *The Jeff Ruby Triple Crown Experience* – a three-course prix fixe offering created as the ultimate culinary homage one of racing's most prestigious awards. The special menu option includes a 1st Course of Huge Tiger Shrimp Served With Spicy Horseradish Cocktail Sauce And A Lemon Crown followed by a 2nd Course of Petite Filet Crowned With A Truffle-Butter Poached Lobster Tail, Asparagus, Bordelaise and Citrus Béarnaise. The 3rd Course is a finish-line worthy winner - Bourbon Pecan Blondie with Chantilly Cream, Brown Butter Solids, Chocolate Ganache, and House Made Blackberry Ice Cream.

About Jeff Ruby Culinary Entertainment

Jeff Ruby's Steakhouses have earned an extraordinary national reputation for delivering impeccable total dining experiences. Including Jeff Ruby's Steakhouses in Cincinnati, Louisville, Nashville & Columbus (opening Fall 2017) and Carlo & Johnny and The Precinct in Cincinnati, OH. Ruby's iconic eateries have earned national accolades recognizing not only their popularity, but consistently high standards. Recent awards include recognition by Wine Spectator, USA Today, Travel + Leisure, OpenTable and many others. A new location in Lexington, KY is currently in the planning stages.

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