

## Kelsey's Launches Ad Campaign with Cheers TV Theme Song

First Spot to appear during Super Bowl Coverage February 3rd

MISSISSAUGA, ON, Feb. 3 /CNW/ - Cara Operations, operator of Kelsey's Neighbourhood Bar & Grill (Kelsey's), announced today it has secured the rights to the television theme from "Cheers" and will feature the song in a series of new advertisements for Kelsey's. The first ad will air in Ontario during Sunday's Canadian television coverage of Super Bowl XLII.

"Cheers is an iconic show that celebrates good times and friendships at a place where 'everybody knows your name'," said Mark Daprato, Vice President, Marketing, Kelsey's. "The lyrics in the song still ring true today, and reinforce the message that Kelsey's is your neighbourhood place where people can feel welcome, be themselves and get recognized."

The TV ad, called "Kelsey's Cheers" is a 30-second spot that features a young woman facing a challenging day at work, then meets up with friends at the end of the day at Kelsey's. The spot ends with the tagline - "Cheers to good food!" Daprato indicated that the company chose the "Cheers" song as a way to rekindle those special moments and build on the spirit of the show. The song is one of the most recognizable TV theme songs of all-time.

Today, Kelsey's also unveiled that the brand has signed a three-year partnership with CBS Consumer Products. In addition to acquiring the "Cheers" song rights, the partnership opens up the door to other opportunities to be explored together in the future.

"We're delighted to be working with a partner that keeps the spirit of the original TV show," said Liz Kalodner, Executive Vice President and General Manager for CBS Consumer Products. "Everybody wishes they had a neighbourhood Cheers, and this ad campaign will remind people that the same spirit can be created at Kelsey's."

Kalodner reiterated the strong legacy offered by the "Cheers" franchise, which includes recognition across North America:- A Top 100 TV Show of All-Time (Time Magazine)

- No.1 TV Series - 1990-1991 Season (Nielsen)
  - No.2 All-Time TV Series Finale - 80.4 Million Viewers (Nielsen)
  - No.29 All-Time TV Quotes and Catchphrases "Norm!" (TV Land)
  - No.26 All-Time TV Characters - Frasier Crane (Bravo TV)
  - No.50 All-Time TV Characters - Sam & Diane (Bravo TV)
- The new Kelsey's advertising campaign was developed and produced in

Canada and filmed in Toronto. This is the first in a series of ads that will include radio and television executions in Canada over the next year.

Established in 1978, Kelsey's Restaurant is a leading casual dining restaurant that originated in Oakville. Today, Kelsey's boasts more than 120 restaurants located in the provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Quebec. Kelsey's is a true Canadian company that prides itself on offering great menu variety, good value, relaxed surroundings and the brand is proud to be celebrating its 30th Anniversary in 2008.

### About Cara Operations Limited

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Cara Operations Ltd. is Canada's leading branded restaurant and airline services organization. The company is more than 120 years old and operates some of the most recognized brands in the country including Swiss Chalet Rotisserie & Grill, Milestones Grill and Bar, Montana's Cookhouse, Kelsey's Neighbourhood Bar & Grill, Harvey's and Airline Solutions.

### About CBS Consumer Products

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CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit [www.CBS.com](http://www.CBS.com).

### For further information:

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