



The Flavor of Cincinnati™

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A Hot Deal on a Chilitown USA Summer Classic *Gold Star Chili Footlongs with Fries & Drink Just \$5*

June 22, 2009 – CINCINNATI, OH – Root beer stands and curbside service are truly things of the past, but thanks to Gold Star Chili, The Flavor of Cincinnati, everyone's favorite Footlong Cheese Cones are now back by popular demand. Cincinnatians yearn for a taste of nostalgia, and Gold Star Chili Footlong Cheese Cone combos not only conjure up fond memories of days gone by, but they deliver the kind of great old-time value that families need now more than ever. Gold Star Chili is reintroducing three versions of its famous Cincinnati-style Footlong Cheese Cones. Just in time for summer, Gold Star will offer a great food value including a Footlong Cheese Cone, fries and a drink for just \$5, with three Footlong menu options:

1. The Classic Cincinnati-style Footlong, which includes a 12-inch Bluegrass hot dog topped with Gold Star's famous Cincinnati-style chili and shredded cheddar cheese on a 12-inch specially baked Klosterman bun.
2. The Tex Mex Footlong, topped with Gold Star's specially blended TexMex chili.
3. The Fire House Footlong, topped with Gold Star Chili and its unique roasted red pepper sauce and five-pepper spice mix.



"Greater Cincinnati is a town that appreciates its unique traditions," says Gold Star Chili Director of Marketing, Charlie Howard. "Gold Star Chili Footlongs have become a Cincinnati-style summer tradition, and the marketplace recognizes \$5 Footlong combos as a great value. When you add fries and a drink to a Footlong Cheese Cone, all for only \$5, this has to be the best meal deal of the summer."

These \$5 Footlong Combo Meals are available for a limited time only, June 8 through August 16th at all Gold Star Chili locations.

Footlong T-shirts are now available to purchase at www.chilitownusa.com. The Footlong T-shirt is the 13th design in a series of customized T-shirt order options.



ABOUT GOLD STAR CHILI

Greater Cincinnati is Chilitown USA and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit www.goldstarchili.com.

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