

Contact: **For the ACCVA:**
Elaine Zamansky, 609-449-7166
Michael Bruckler, 609-449-7125
Karen Martin, 609-449-7126

For Lou Hammond & Associates:
Emily Santos or Korin Lamourt
212-308-8880

More Restaurants Added to Atlantic City Restaurant Week Line-up
List Grows to More Than 70 Participants for March 1-7 Event

(Atlantic City, NJ, February 10, 2009) -- With just a month to go before Atlantic City launches its first Restaurant Week (March 1-7, 2009), additional restaurants have joined the list of fine area eateries offering special fixed priced lunches for \$15.09 per person and fixed price dinners for \$33.09 per person.

The Reserve at Bally's Atlantic City, Red Pearl at Bally's Atlantic City, La Fontana Fine Italian Cuisine in Margate and The Inn at Sugar Hill are the most recent additions, bringing the list of participating restaurants to 73.

"This is an outstanding response from our restaurant community," said Jeff Vasser, president of the Atlantic City Convention & Visitors Authority (www.atlanticcitynj.com), which is organizing the event. "We anticipated 30 or 40 restaurants to participate. This shows how much Atlantic City has grown as a great dining destination and how ready we are for this kind of event."

Vasser adds that several restaurants have already received a significant number of advanced reservations. "Lots of people from throughout the region are already preparing to enjoy great food at prices far below what they'd normally pay. It's an ideal way to get to restaurants you've always wanted to try."

A full list of Restaurant Week participants, restaurant schedules, menus and chef bios are online at www.acrestaurantweek.com.

Atlantic City Restaurant Week New Participants, add one

Restaurant Week gift certificates are also available through the Web site, as well as at the Atlantic City Visitor Centers (mile marker 3.5 of the Atlantic City Expressway and in Boardwalk Hall at the corner of Mississippi Avenue and the Boardwalk), or by calling 1-888-AC-VISIT (1-888-228-4748).

The site also offers information on lodging and parking during Restaurant Week.

The ACCVA receives funding through a grant from the New Jersey Department of State Division of Travel and Tourism. Sponsors include American Express, Philadelphia Magazine, Greater Atlantic City Chamber, The Press of Atlantic City Media Group, The Pier Shops at Caesars, Atlantic City Hotel & Lodging Association, A.C. Central Reservations, Atlantic City Special Improvement District, South Jersey Industries, TD Bank, Atlantique City, Harrah's Resort Atlantic City and Casino Connection.

#

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first in New Jersey to achieve Destination Marketing accreditation by the Destination Marketing Association International. The Authority is among an elite group of 47 accredited convention and visitor bureaus throughout the United States. For complete Atlantic City information, visit www.atlanticcitynj.com.