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NEWS RELEASE

Attention: General Assignment, Food, Fashion, Entertainment, Social and Political Editors and Reporters

THE EXCHANGE PUB-RESTAURANT REVOLUTIONIZES THE OTTAWA SOCIAL SCENE – Gastro-pub, to open March 29, 2010

OTTAWA, March 23, 2010 –The Exchange Pub-Restaurant (The EX) opens its doors March 29, 2010, introducing Ottawa-Gatineau residents to the latest innovative gastro-pub experience, a place for dining, drinking and sharing. To mark the grand opening, The Exchange has teamed up with Ottawa Fashion Week to create a spectacular evening for social enthusiasts to indulge in food, fashion and politics. Proceeds from The VIP Food and Beverage Passport (\$10 per person) for the event will be donated to the Ottawa School of Art.

Located in the North-West corner of Ottawa's Rideau Centre shopping mall, near the heart of the city's historic commercial and entertainment district, just steps from Parliament Hill, The EX boasts a 7,000 square-foot custom-designed space on two floors. The Exchange is divided according to three distinct social experiences:

- Dining – lunches, dinners or late night snacks;
- Drinking – two full service bars offering a wide and varied selection of international and local wines, malts, liquors, drafts and bottled beers;
- Socializing – lounge chairs, private rooms, bistro tables, a wine-tasting room, 10-seater social tables and live music.

“The Exchange offers a place for new relationships to form, reconnections to be made and major decisions to be taken,” said Dennis O’Brien, V.P. of Operations for the Elephant & Castle Pub and Restaurant. “You don’t need to choose between your local pub or a fine-dining restaurant anymore. The Exchange’s gastro-pub format offers several experiences all rolled into one.”

Hussein Rashid, Event Director for Ottawa Fashion Week said, “We are thrilled to host the wrap-up party for Ottawa Fashion Week in conjunction with the grand opening of The Exchange. The Exchange offers a perfect blend of trend, fun and comfort. The eclectic décor of wood mixed with stone, plush fabrics, leather and chandeliers provide the perfect environment to enjoy food, fashion and politics.”

The Exchange combines new-world fine dining with an old-world pub experience. Guests enjoy a variety of beverage options from specialties such as The Berry Basil Martini to the casual comfort of homegrown microbrewery beer, Creemore Springs Pilsner.

After months of research in Norway’s, Switzerland’s and Britain’s high-end and country pubs, Culinary Director Hans Klaekken designed a food menu to appeal to the casual pub crowd appetite as well as the fine-dining restaurant enthusiast. Executive Chef Remi Stark brings his mastery of cuisine to The Exchange’s kitchen along with 35 culinary support staff to create Hans’ menu. Everything from traditional cod and chips to elegant late night snacks such as truffle fries infused with garlic, truffle oil and asiago cheese grace the menu. The superior ingredients are the building blocks of inspiration and the plates are crafted to please both the palate and the eye. Entrées range in price from \$11.00 for a classic Shepherd’s Pie to \$26.50 for a 12 oz. AAA Rib Eye steak — thick cut fries and porter butter.

The Exchange’s grand opening party includes the wrap-up party for Ottawa Fashion Week and will be a red-carpet event on Monday, March 29, 2010 from 5-7 p.m.

The VIP Food and Beverage Passport (\$10) will be available for purchase at the door and will entitle guests to sample one wine, one beer, one vodka, two appetizers and one dessert at the onsite food stations.

The Exchange is located at 50 Rideau Street, Ottawa (formerly Elephant & Castle Pub and Restaurant). Dinner and lunch are served Monday through Sunday. For reservations, contact by phone (613) 234-5544 and for menu and entertainment information visit online at www.theexchangepub.ca.

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About The Terra Nova Pub Group

The Terra Nova Pub Group's North American portfolio includes four brands: Elephant & Castle, an English style pub and restaurant; The Exchange, an upscale pub for dining, drinking and sharing; Piccadilly Pubs, a tradition in rural Massachusetts for over 30 years; and Victory Pub, a great place to get your game on. The Terra Nova Pub Group owns and operates in Canada the Elephant & Castle® (E&C) Pub and Restaurant. The brand of the Terra-Nova group opened its first North American pub and restaurant in 1977 in Vancouver, British Columbia, Canada. E&C's distinct atmosphere and selection of popular British Classics made it an instant success! E&C's combination of British Classics and North American favourites coupled with a list of over 100 beers and an extensive list of Scotch whisky has made E&C the favourite neighbourhood pub and restaurant in North America to eat, drink and enjoy! Today, E&C has grown to over 20 restaurants across the United States and Canada from Toronto, Boston, and Chicago to Vancouver, San Diego, and San Francisco. This record of 30 years of stability and success is due to E&C's continued commitment to be the standard of what North American consumers demand of a British pub and restaurant concept - Bang On Food, Bang On Drinks, and Bang On Service! The Exchange Pub-Restaurant is a new generation trendy gastro-pub format that blends the much loved British pub experience with upscale dining service.

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Images available.

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