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FOR IMMEDIATE RELEASE

**LOGAN'S ROADHOUSE BRINGS ON NASHVILLE-BASED
THE BUNTIN GROUP AS STRATEGY, CREATIVE
AND DIGITAL AGENCY**

NASHVILLE, Tenn. (August 25, 2017)—Logan's Roadhouse announced today the selection of Nashville-based The Buntin Group as its strategic, creative and digital agency of record.

Hazem Ouf, CEO of Logan's, said The Buntin Group will be responsible for creative, strategy, social and digital media, as well as brand innovation.

"As we continue to revitalize the Logan's Roadhouse brand, we chose The Buntin Group after a nationwide search to help guide our strategic direction and creatively articulate and communicate the right message to our current and future guests," said Ouf. "This is an award-winning agency with a great roster of strategic and experienced creative talent. The extra bonus we got with this deal is that we share the same dynamic city for our headquarters here in Nashville."

"We are energized to be working with a leadership team of this caliber on such an iconic American brand," said Jeffrey Buntin, Jr., President & CEO of The Buntin Group. "The authentic story of Logan's Roadhouse has only barely been told - and we look forward to the challenge and opportunity of growing the business to the clear leadership position in the category."

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About Logan's Roadhouse

Logan's Roadhouse is a leading casual dining steakhouse headquartered in Nashville, TN. Offering wood-fire grilled steaks, signature yeast roll and American-inspired signature favorites for 25 years, Logan's has 213 corporate and franchise restaurants in 23 states. For more information, visit www.logansroadhouse.com. To become a fan of Logan's Roadhouse on Facebook, visit www.facebook.com/Logans.Roadhouse.

About The Buntin Group

With operations in Nashville, Indianapolis, Detroit and Minneapolis, The Buntin Group is Tennessee's largest strategic brand communications firm, an ADWEEK-recognized "Top U.S. Shop" and among the top independent agencies, nationally. The agency specializes in building brand and business momentum for national and international client organizations across diverse industries. In addition to its work with corporate clients, the agency operates a cause branding division called AdHope that assists organizations in maximizing their social value through "great work that does good in our world." To learn more, visit buntinggroup.com, facebook.com/buntinggroup or [@TheBuntinGroup](https://twitter.com/TheBuntinGroup) on Twitter and Instagram.