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Daphne's California Greek Launches "New Music Discovery" Program

California-Mediterranean Restaurant Chain Showcases Emerging Artists Through Digital and Social Media Initiative including iPhone App

CARLSBAD, Calif. (May 17, 2012) – After a successful soft launch beginning in late 2011, Daphne's California Greek today launched a multi-platform, new music initiative to discover and foster new music talent through several distinct and complementary digital and social media channels. Daphne's turned to Hollywood-based DeepMix, known for bringing cutting-edge music to mainstream advertising and corporate settings, to help curate artists and manage the overall program.

The music program, which also involves the development of a distinctive Daphne's playlist, is integral to cultivating Daphne's new brand and echoes Daphne's re-envisioned culture after an ambitious, year-long rebranding effort that has transformed it into a more modern, lifestyle concept that appeals to a broader segment of active and health-oriented consumers.

"Daphne's is an eclectic fusion of California and Mediterranean flavors and our music – our playlist – reflects that diversity and authenticity," said Bill Trefethen, CEO, Daphne's California Greek. "We want to become the place for great food but also to discover new music talent. And we want to provide a platform for these tremendous artists to share their music and their passion with a larger audience."

Originally called Daphne's Greek Café, the company was acquired in 2010 by entrepreneur Bill Trefethen, who immediately re-imagined the 56-unit, fast casual restaurant chain, which now offers more healthful California-inspired Mediterranean fare, a current remodeling program with interiors featuring a hip California vibe with a focus on re-purposed and sustained materials, and far-reaching grass roots community support program that aligns with the new music program.

Daphne's music program is built around today's new music discovery and tastemaker scene, showcasing an eclectic group of emerging artists who span various genres from alternative, rock, singer/songwriter and folk, giving them a multi-platform opportunity to reach new audiences on

both local and global levels. The initiative incorporates both in-restaurant and external elements, including in-house music and videos and an Artist of the Month program with free monthly downloads, special live concerts, and exclusive concert videos. Past Artists of the Month include: Mike Stocksdale, Donovan Frankenreiter, Kelley James, The Jezebels, Elan, Madi Diaz and Portugal. The Man.

“For Daphne’s, DeepMix assembled a mix of artists that convey the hip new California lifestyle feeling,” said Dave Curtin, managing director, DeepMix. “Our deep roots in the music industry including acting as artist managers, music producers, music supervisors and DJs will allow us to expand this program to add more interesting new artists and book great names to appear at intimate concerts sponsored for Daphne’s.”

Daphne’s also created a streaming radio channel on its website that’s “Always Free, Always On” and hosted by online radio platform Live365. A just-released, iPhone app will bring that soundtrack to a potentially enormous audience of listeners across the globe. Daphne’s also leverages its multiple social media channels to help spread the word about the new music.

Rounding out the program is a successful “Fuel the Artist” initiative, where Daphne’s caters the soundchecks of bands and musicians touring in Southern California, including Parachute, Kate Voegele, Allen Stone, The Jezebels, Portugal. The Man, Madi Diaz, and Kelley James.

The company plans to expand the new music discovery program and tastemaker playlists to other parts of the country where restaurants are located in coming months.

Founded in 1991, Daphne’s has 56 locations throughout California, Arizona and Nevada, and is privately held by Wreath Equity LLC. The company has announced plans to franchise to help grow its presence nationally during the next three years.

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