



PRESS RELEASE

FOR IMMEDIATE RELEASE
RELEASE DATE: **June 8, 2010**

CONTACT: Valerie E. Martinez
Gabby De La Cruz
(909) 447-2402

LOCAL EDWARD'S STEAK HOUSE CELEBRATES ITS 64TH ANNIVERSARY

El Monte, Calif. – Edward's Food Service, Inc., the parent company of popular El Monte Restaurant Edward's Steak House, is celebrating its 64th Anniversary in Southern California. In light of the momentous occasion, Edward's is offering a special sale on its famous, Original House Dressing, which will be sold for .64-cents a pint daily through July 11.

"The reason we have been in business for 64 years is due in large part to our loyal patrons and our hardworking staff," said company president Ken Rausch. "We take great pleasure and pride in celebrating our 64th year. Being in the restaurant business today requires you to stay close to your guests, deliver what they want and exceed their expectations. We do this while continuing to uphold the values that have remained constant for us over the past six decades; offering our customers consistently high quality, fresh food and never compromising on service."

Edward and Lynette Rausch, parents of current company operators Ken and his wife Olga Rausch, started Edward's Steak House with a single coffee shop, opened in the Westlake district of Downtown Los Angeles in 1946. The family opened its second restaurant in El Monte in 1973. In 1990, the Westlake restaurant was closed due to mounting violence in the neighborhood, allowing the Rausch family to focus more intensely on their El Monte restaurant.

Known for its cut-fresh-daily fine steaks, grilled fresh fish and super lean ground beef, Edward's Steak House has been a staple in El Monte ever since. Edward's was even recognized by the California State Assembly, being awarded the Outstanding Small Business Award in the City of El Monte.

"Edward's is a really beloved establishment in El Monte and should be considered a model for other small businesses in our community," said Mayor-Pro Tem, Patricia Wallach. "We would like to congratulate the Edward's owners and employees on this magnificent accomplishment and continue to wish them luck in their future endeavors."

For more information on Edward's Steak House and their 64th Anniversary special please visit www.edwards-steakhouse.com.

###

The City of El Monte, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit www.ci.el-monte.ca.us/.