



ACTION
COMPANIES

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Action Companies Announces New Quaker Steak & Lube in Rochester

March 14, 2011 ROCHESTER, NY – Action Companies, the Central New York based hotel owner and operator, and Quaker Steak and Lube restaurant franchisee, is announcing that construction has begun on the Quaker Steak & Lube, Rochester location. This would be Action's second location with the first operating in Syracuse, NY. This is part of a sixteen restaurant agreement to expand locations throughout Upstate NY, and New England.

The popular restaurant will be renovated in a former Ground Round restaurant on the corner of Pixley and Buffalo Roads. Owner Jacob Wrights projects the restaurant will be opening the beginning of June. The Quaker Steak and Lube will be a great addition to the area expecting to add 150 new jobs to the Rochester market, and then stabilize about 100 positions after the first 90 days of business.

About Quaker, Steak and Lube:

Quaker Steak & Lube (QSL), the motorsports-themed casual-dining family restaurant concept that has been bucking economic trends for the past two years. The *original* Quaker Steak & Lube was founded in 1974 and built in an abandoned gas station in Sharon, Pennsylvania as a cook-your-own steak restaurant. After a visit to the Anchor Bar in Buffalo, New York, chicken wings were included in the menu. As the company began to become profitable, a full-size kitchen was added. Today, The Lube has won over 100 national and international awards for their wings and 22 different wing sauces. The Lube features unique décor items including Race Cars suspended from the ceilings, Motorcycles, Corvettes and Gas Station Memorabilia decorating the walls. The restaurant began franchising in 1997 and today has locations throughout the United States and Canada. Visit www.quakersteakandlube.com.

About Action Companies:

Mr. Jacob Wright founded Action Companies, Inc. in October 2006 along with his partners Steve Warren, Kevin Krank, and Judy Bledsoe. Warren, Krank, and Bledsoe are the principals in Hospitality Builders, Inc.

(HBI) of Aberdeen, S.D. The Syracuse, NY based company works out of two floors of the State Tower Building. Action is a growing private firm that owns and/or operates fourteen select service hotels.

Action Companies currently employs more than 300 people in a mix of full- and part-time jobs. With the firm aiming to develop four Quaker Steak & Lube locations and three to five new hotels in 2011, the company anticipates hiring a total of between 700 and 900 employees this year for all the additional restaurants and hotel properties.

Action Companies anticipates developing a total of 16 Quaker Steak & Lube locations in the next four years. Each location, Wright says, will employ around 150 people. The company's hotels would employ between 25 and 40 people each.

For more information on Action Companies, please visit www.actioncompanies.com

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