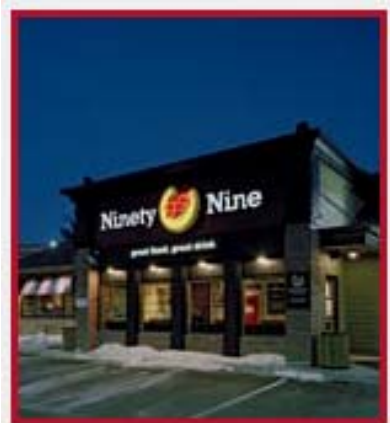
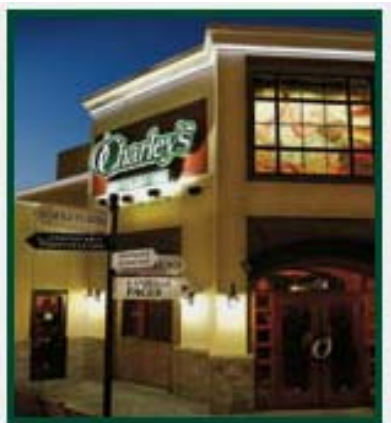


# THE CHANGING WORLD OF O'CHARLEY'S INC.



*O'Charley's*  
GOOD FOOD, GOOD TIMES®

**Ninety  
Nine** 

You'll Always Come Back For More™

**Stoney River**  
LEGENDARY STEAKS®

 *A Passion to Serve®*  
Guests • Each Other • Stakeholders • Community

# O'CHARLEY'S INC.

## First Impressions: Contemporary

Before and after photos showcase the creative use of texture, color and lighting that O'Charley's Project RevO'lution uses to project an exciting, contemporary image to our guests.



Before



After

# O'CHARLEY'S INC.

## A Welcome Change

Project RevO'lution provides an updated point of entry that invites guests into our friendly atmosphere. As the sign says, "Everyone who walks through this door is a friend of mine."



Before



After

# O'CHARLEY'S INC.

## Enter Your Comfort Zone

Interior seating areas are redesigned with a warm and rich, yet contemporary feel. A creative blend of tables and booths offers options for every group we serve.



Before



After



# O'CHARLEY'S INC.

## Dressed to the Nines

Before and after photos highlight the new, contemporary exterior for the Ninety Nine. A new logo, typeface and color palette spiff up the exterior of the restaurants.



Before



After

# O'CHARLEY'S INC.

## Style Quencher

A brighter bar area features flat panel televisions, free standing padded wood chairs in a deep mahogany stain and lighter counter tops.



Before



After

# O'CHARLEY'S INC.

## Lightened Up

New pendant lights, booths and carpet are focal points of the much lighter, contemporary décor package and color palette.



Before



After

## SOME RECENT ADDITIONS TO THE O'CHARLEY'S MENU



# O'CHARLEY'S INC.

## BISTRO CHICKEN



# O'CHARLEY'S INC.

## PRIME RIB PASTA





# O'CHARLEY'S INC.



TILAPIA

## ROAST BEEF SANDWICH



## SOME RECENT ADDITIONS TO THE NINETY NINE MENU

# O'CHARLEY'S INC.

## CHIANTI BRAISED BEEF



# O'CHARLEY'S INC.

## CHOCOLATE CANNOLI





# O'CHARLEY'S INC.

## GRILLED CHICKEN SORRENTINO



## INSALATE



# O'CHARLEY'S INC.

## ITALIAN TUXEDO





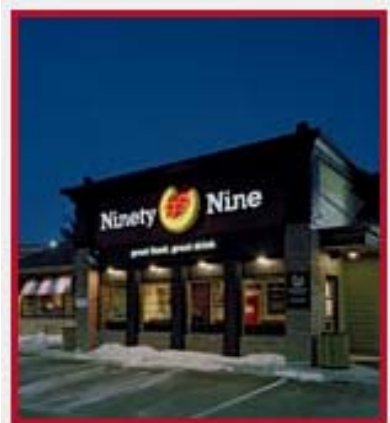
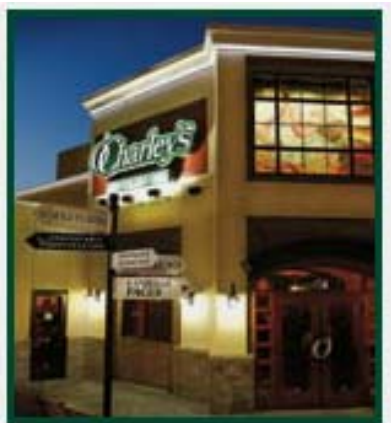
# O'CHARLEY'S INC.

## SHRIMP TOSCANA



## STUFFED PEPPER SOUP

# THE CHANGING WORLD OF O'CHARLEY'S INC.



*O'Charley's*  
GOOD FOOD, GOOD TIMES®

**Ninety  
Nine** 

You'll Always Come Back For More™

**Stoney River**  
LEGENDARY STEAKS®

 *A Passion to Serve®*  
Guests • Each Other • Stakeholders • Community