



July 11, 2012

Consumer Reports Shouts Out to Noisiest Restaurants in America

Texas Roadhouse is Proud to Be Loudest

LOUISVILLE, Ky.--(BUSINESS WIRE)-- When Consumer Reports surveyed more than 47,000 diners, they named Texas Roadhouse Inc. (Nasdaq: TXRH) as the noisiest chain in America. Although not intended as a compliment, it was music to the restaurant's ears.

"We are proud to be loud," says Kent Taylor, founder and CEO of the 380-unit Texas Roadhouse. "Upbeat country music, laughter, full restaurants and line dancing make for a great experience. It sure beats the heck out of wine sipping, chirping crickets and clinking silverware."

Conducted by Consumer Reports National Research Center, the survey results are based on information from 47,565 subscriber responses and 110,517 visits to full-service restaurant chains between April 2010 and April 2011. The results were printed in the August 2012 issue.

Consumer Reports divided restaurants into nine categories, listing Texas Roadhouse in the Pub Style/Grill section. The survey asked diners to rate each restaurant on taste, value, service and mood. Texas Roadhouse scored well in three out of the four categories, but missed a beat in mood because of the noise.

"We celebrated when the magazine named us the top value in America a few years ago, and we are proud of how loud and busy we are this year," said Taylor.

Texas Roadhouse restaurants offer a unique atmosphere. Each location features a jukebox that plays upbeat (and apparently loud) country music. The staff also performs line dances throughout the night and celebrates guest birthdays with a loud birthday cheer.

Based in Louisville, Kentucky, Texas Roadhouse opened its doors in 1993. In just 19 years, Texas Roadhouse has grown to more than 380 locations in 47 states. The company is famous for hand-cut steaks, made-from-scratch sides, fresh-baked bread, and its lively atmosphere. In 2007 and 2008 Forbes magazine ranked the company as one of the 200 Best Small Companies and in 2009 the company was ranked "Best Value" by readers of Consumer Reports magazine. For more information, visit www.texasroadhouse.com.

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Source: Texas Roadhouse Inc.

News Provided by Acquire Media