



FOR IMMEDIATE RELEASE  
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## **RYAN'S®, HOMETOWN® BUFFET, AND OLD COUNTRY BUFFET® PARTNER WITH HEROTOPIA™ TO OFFER ACTION-PACKED FUN FOR KIDS DURING FEBRUARY**

*Kids become superheroes on Thursday's Family Nights with free exclusive Herotopia™ cards and prizes*

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GREER, SC – Ryan's®, HomeTown® Buffet, and Old Country Buffet® are helping kids become superheroes with new online partner, Herotopia™. Herotopia is an award-winning online superhero game that is fun and educational for kids ages six to 12 years old. Kids may visit any of the 331 buffet restaurants during Thursday Family Night in February to collect free exclusive Herotopia cards featuring codes to unlock virtual prizes. Each week will showcase a brand new set of collectible cards, featuring the Smighties™, Herotopia's small, but mightiest heroes. Available while supplies last.

"Herotopia offers family-friendly activities for children that are kid and parent approved," said Alice Crowder, Vice President of Marketing for Ovation® Brands. "We are proud to partner with an award-winning and highly rated organization that strives to provide fun, safe and wholesome fun for children."

"At Herotainment, our mission is to create games that kids will love, and that parents can feel good about," said Caryn Teman, Founder and Co-CEO for Herotainment, LLC. "We strive to continually develop the best quality entertainment for kids everywhere to enjoy."

### **Kids Can Be Superheroes**

Starting February 6, 2014 and every Thursday Family Night (5 to 8 p.m.) in February, kids may visit any of the buffet restaurants to collect exclusive Herotopia card packs. The packs will exclusive contain rare, very rare and super-duper rare Smighties cards along with special prize cards. Featured Smighty collectable cards include Huego, Smoochie, Barnacle, Rascal, and Squee Gee. The Herotopia card packs will also include special codes that may be redeemed for virtual prizes in the online game at [www.Herotopia.com](http://www.Herotopia.com).

"Herotopia was developed to provide family entertainment that empowers children," said Wade Teman, Founder and Co-CEO of Herotainment. "Kids can learn to become virtual and real life superheroes through our programs that teach them to practice global citizenship."

The fun continues online, where kids may play free games on the official websites for Ryan's, HomeTown Buffet, or Old Country Buffet. The websites will feature an exclusive food-themed mini-game, "Buffet Bounce," where players have to catch bouncing food and move it to a table. The sites will also feature "Sonic Shakes," a matching game, where kids make virtual smoothies with fruits of the same color.

In honor of Valentine's Day, kids may download free Herotopia-inspired greeting cards to share with their loved ones and friends. The Valentine's Day cards will be available on the official websites for the restaurants.



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### **Herotopia Facebook Fun**

Throughout the month of February, parents and kids may team up to win weekly prizes on the official Facebook pages for the buffet restaurants ([www.Facebook.com/RyansBuffet](http://www.Facebook.com/RyansBuffet), [www.Facebook.com/HomeTownBuffet](http://www.Facebook.com/HomeTownBuffet), or [www.Facebook.com/OldCountryBuffet](http://www.Facebook.com/OldCountryBuffet)). Parents may help their younger children check in every Thursday for the **Herotopia Question Of the Week**. Randomly selected winners will receive a Family Meal for four. One winner will be selected each week per brand. Visit any of the Facebook pages for more details. Be sure to “Like” Ryan’s, HomeTown Buffet, or Old Country Buffet to receive special offers and promotional notices.

For more information about the Herotopia promotion or to explore free online games and activities, visit [www.Ryans.com](http://www.Ryans.com), [www.HomeTownBuffet.com](http://www.HomeTownBuffet.com), [www.OldCountryBuffet.com](http://www.OldCountryBuffet.com). While online, parents may help their younger children join the **BirthDay Kids Club** to receive exclusive offers, discounts and news on upcoming promotions. The program is free to join.

### **About Herotainment, LLC**

Herotainment, LLC is a children’s transmedia company developing interactive content that is fun, educational and rewarding. The Company’s flagship property is Herotopia, an award-winning, multiplayer online game with engaging characters and story that is being developed into books, mobile apps, a television series, licensed merchandise and more.

For more information, visit [www.herotainment.com](http://www.herotainment.com).

### **About Ovation® Brands**

Ovation® Brands currently operates 340 restaurants in 35 states, comprised of 331 steak-buffet restaurants and nine Tahoe Joe’s Famous Steakhouse® restaurants. The restaurants are principally operated under the Old Country Buffet®, HomeTown® Buffet and Ryan’s® brands. Ovation employs approximately 18,000 team members and serves approximately 100 million customers annually. Corporate headquarters are based in Greer, SC with a Corporate Support Center located in Eagan, MN. For more information, visit [www.OvationBrands.com](http://www.OvationBrands.com).

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