

November 10, 2014



The ONE Group's STK Reopens in Miami

South Beach Steakhouse Returns with Signature Charm

MIAMI-- The ONE Group (**OTCQB:STKS**), a global hospitality company, announced today the re-opening of STK Miami, its high-energy modern steakhouse in the new 1 Hotel and Homes building, located at Collins Avenue and 23rd Street in Miami Beach. Originally opened in 2010, the vibe dining steakhouse recently temporarily closed its doors until renovations were complete. The restaurant reopens to the public for dinner on Friday, December 12th.

STK's Miami Beach outpost has been a go-to for consumers due to its unique blend of a modern steakhouse and a hip lounge – creating a dining experience that fits perfectly with the appetite and tastes of Miami. Formerly located on the north side of the building, STK has moved to the southern corner for a more accessible setting.

"We're back, and I've been waiting to say that for a while now. STK Miami is so much fun and we're excited to reopen and continue to deliver memorable and unique vibe dining experiences in Miami Beach," said Jonathan Segal, CEO of The ONE Group. "We have a new space with a similar design but the same great food, fun and energy of the original STK."

STK distinguishes itself by emphasizing the social experience and taking a vibe-driven approach to fine dining. Every venue has a DJ to create an infectious, high-energy atmosphere and a sleek, contemporary environment, where the bustling bar scene is the centerpiece, encouraging guests to interact and mingle. Designed by the award-winning firm ICRAVE Design Firm, the new STK Miami boasts a 10,000+ square foot bi-level space with a state-of-the-art DJ lounge area that is surrounded by plush white leather banquettes and gorgeous rosewood tables. In addition, the restaurant boasts two bars and a mezzanine level that can convert into space for large receptions hosting up to 400 people, and offers semi-private and private dining rooms that can accommodate seating for groups as small as ten. Ultimately, STK aims to define the modern dining experience, complete with incredible food, world-class service and the perfect ambiance.

There are currently eight STK restaurants in major metropolitan cities, including DC, Atlanta, Las Vegas, Los Angeles, New York (2), London, and Miami's re-launched location. The ONE Group will open the reservation line (305.604.6988) for STK Miami on November 1, 2014. To stay up-to-date on opening information, follow STK Miami on Facebook at [facebook.com/STKMIA](https://www.facebook.com/STKMIA), on Twitter at @STKMiami and Instagram at @eatSTK. STK Miami will say "Hello again" to friends on December 11th with a Grand Re-opening Party and open for full service on December 12th. STK Miami will be located on 2301 Collins Ave, Miami Beach, FL 33139.

About STK

STK originated in the heart of New York City's Meatpacking District and is the brand's flagship location among the eight around the world currently. STK artfully blends two concepts into one – The modern steakhouse and a chic lounge. The restaurant's signature DNA includes plaster cast horns, curvilinear black platform seats and a palette of black gloss and cream. A large central lounge area is furnished with creamy leather banquettes and textured crocodile tiles, and is surrounded by an elevated dining room for more formal dining. Theatrical lights illuminate each table, while smoky mirrors allow guests to catch a glimpse of the surroundings while a DJ creates an energetic vibe throughout the entire space. As anticipated, steak is the main attraction yet with its modern twist, STK offers small, medium and large cuts of meat, as well as naturally raised options and market fresh fish entrees. Aside from steak, signature items include parmesan truffle fries; lil' BRGs; shrimp rice krispies, sweet corn pudding; and jumbo lump crab salad.

About The ONE Group

The ONE Group is a global hospitality company that develops and operates upscale, high-energy restaurants and lounges and provides hospitality management services for hotels, casinos and other high-end venues both nationally and internationally. The ONE Group's primary restaurant brand is STK[®], a modern twist on the American steakhouse concept with locations in major metropolitan cities throughout the U.S. and in London. STK RebelSM, a more accessibly priced STK[®] with a broader menu, is an extension of the STK[®] brand. The ONE Group's food and beverage hospitality services business, ONE HospitalitySM, provides the development, management and operations for premier restaurants and turn-key food and beverage services within high-end hotels and casinos. Additional information about The ONE Group can be found at www.togrp.com.

Media Contact:

Sloane & Company

Dan Zacchei, 212-486-9500

or

Kate Traynor, 212-486-9500

or

Investor Contact:

ICR

Don Duffy, 203-682-8200

or

Sheryl Freeman, 203-682-8200

Source: The ONE Group