

# EXHIBIT 3

## Florida Steaks

*Florida Guide to Great Steaks Across the State.*

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**Former mayor lends name to new Ron's Steakhouse**

When Ron Lurie's image started appearing on billboards around town a while back, longtime friends and acquaintances were curious.

"The first time we put billboards out, everyone thought I was going to file for mayor again," Lurie said.

Lurie is a former Las Vegas mayor and councilman, but his recent bout of public visibility stems from his latest gig as namesake of Ron's Steakhouse, the newest restaurant at Arizona Charlie's Decatur, 740 S. Decatur Blvd.

The restaurant opened Dec. 17, but Lurie — executive vice president and general manager of Arizona Charlie's — said local marketing didn't kick off until late January, only after "we felt everything was in place, so guests who come in would have a great experience with the service and quality and presentation of the food."

Ron's Steakhouse seats 94 in the main dining room and 10 to 12 more in a private dining room. The atmosphere is classy but cozy, offering a mix of the modern (floral accents of potted branches) and the classic (archival black-and-white photos on the walls).

The menu features a collection of signature steakhouse offerings, including porterhouse steaks, prime ribs and filets, Alaskan king crab legs and lobster tails, and such specialties as osso buco and rack of lamb.

Already, Lurie said, guests are offering suggestions for additional menu items — veal Marsala and Oscar, for instance, as well as halibut and swordfish — and, "at some point, we are going to start doing tableside (preparations of) bananas Foster and Caesar salad."

The upscale, sedate atmosphere and the menu of Ron's Steakhouse have surprised even longtime customers of Arizona Charlie's, Lurie said. "I was sitting with some folks the other night, and they said they never would have believed we have such a fine dining experience at Arizona Charlie's."

Ron's Steakhouse is open from 5 to 10 p.m. Wednesdays through Sundays. Reservations aren't required but are taken.

Starters: Oysters Rockefeller, \$10; New England crab cakes, \$10; crab cocktail, \$11; sausage-stuffed mushrooms, \$7

Soups and salads: Lobster bisque, \$7; french onion soup, \$6; wedge salad, \$7

Entrees: 22-ounce porterhouse, \$28; osso buco, \$26; pan-seared salmon, \$24

Sides: Au gratin potatoes, creamed spinach, mac and cheese gnocchi and risotto-style orzo pasta, \$5 each

Desserts: Bananas Foster, flourless chocolate cake and tiramisu, \$6 each

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