



FOR IMMEDIATE RELEASE:

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**CHICKIE'S & PETE'S KICKS OFF SUMMER WITH TOLL-FREE RIDES
TO THE JERSEY SHORE
PARTNERS WITH SPORTSRADIO 94WIP AND SOUTH JERSEY TRANSIT AUTHORITY
TO CELEBRATE 50 YEARS OF THE ATLANTIC CITY EXPRESSWAY**

Philadelphia, May 22, 2014 – Chickie's and Pete's, the Philadelphia-area sports bar and restaurant chain, announced it will kick off Memorial Day weekend by offering a "toll-free" ride on the Atlantic City Expressway for families headed to the Jersey Shore. Chickie's and Pete's joins SportsRadio 94WIP and the South Jersey Transportation Authority to kick off a special "100 Days of Summer" promotion on Friday, May 23 at the Frank S. Farley Service Plaza (Mile Post 21) on the Atlantic City Expressway. The afternoon event will feature giveaways, special guests, free food, and safety demonstrations by several New Jersey transportation agencies to ensure a safe and memorable summer at the shore.

SportsRadio 94 WIP's Anthony Gargano and Rob Ellis will broadcast live from the Farley Service Plaza from 1-6PM, and the "Voice of Citizens Bank Ballpark," Dan Baker, will make a personal appearance to meet with fans from 1-3 pm. The KYW Newsradio Kidcast Mobile Studio, presented by UnitedHealthcare, will be on-site from noon-6pm. This opportunity gives kids a chance to be a KYW News Anchor. Kids can download and listen to their very own news report, and share it with family and friends.

As part of the promotion, Chickie's and Pete's will pay all eastbound tolls on the AC Expressway at the Egg Harbor Toll Plaza from 5 to 6pm. Additionally, the Chickie's and Pete's mascot, "Crabfry Guy" will be on hand with the "Crabfries® Express" truck to give away free Crabfries® to hungry holidaymakers at the Farley Service Plaza. A portion of the proceeds from every order of Crabfries® sold at the Jersey Shore this summer will be donated to the police departments in Longport, Margate, Atlantic City, and Ventnor to help with the purchase of police K-9 units.

"This is just another way of saying thank you to our loyal guests who have been so good to us throughout the years," said Pete Ciarrocchi, President and CEO of Chickie's and Pete's.

About SportsRadio 94WIP:

WIP is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 126 radio stations, the majority of which are in the nation's top 50 markets. CBS RADIO also owns and operates CBS Sports Radio 610, WPHT-AM, WOGL-FM and KYW-AM in Philadelphia.

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About Chickie's and Pete's:

Chickie's & Pete's is a Philadelphia-area sports bar and restaurant chain with 14 locations across Pennsylvania and New Jersey. Founded in 1977 by Peter and Henrietta Ciarrocchi, Chickie's & Pete's started as a single location in the Mayfair neighborhood of Philadelphia and has since grown to become one of the most recognizable brands in the region. Its famous, one-of-a-kind Crabfries® concession locations can be found in stadiums, arenas, boardwalks and amusement parks throughout the area. Chickie's & Pete's is a leader in forging innovative strategic partnerships and utilizing technology to bring together casual dining with interactive sports entertainment. The company combines family-based values with a love of all things sports in each of its locations.

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