

Media Contact: Leah Motz, Nyhus Communications LLC, for Flying Fish, (206) 323-3733, leah@nyhus.com

James Beard-Winning Chef Christine Keff Opens On the Fly, an Artisan Neighborhood Café in Unison with Flying Fish South Lake Union

With On the Fly, Seattle's Flying Fish restaurant invites diners to take their favorite dishes home with them; Offers quick bites, breakfast and lunch fare

Seattle, Washington (August 31, 2010) – Renowned Seattle chef and restaurateur Christine Keff today announced the opening of her brand-new shop, On the Fly. Keff took inspiration from her award-winning Flying Fish restaurant (300 Westlake Avenue North) to transform her new space into an intimate retail shop featuring outdoor seating and reasonably priced baked goods, espresso, lunches and fully prepared, take-home dinners.

On the Fly is open Monday through Friday from 10:00 a.m. to 7:00 p.m. After Labor Day, Keff will open On the Fly on Saturday as well.

“On the Fly is filled with my favorite foods and gifts – everything from takeout lunches to espresso, fresh baked pastries, a wine market and local artisanal goods,” said Keff. “This is the perfect chance for patrons to take a little bit of their favorite restaurant home.”

With On the Fly, located at 950 Thomas Street, Keff joins the trend toward established chefs opening smaller, more accessible spaces adjacent to their primary restaurant. Flying Fish shares a kitchen and experienced staff with On the Fly but Keff said On the Fly allows her to interact personally with patrons as well as share cooking tips and recommendations, a more intimate experience not often available in a busy dining room.

In addition to quick bites, On the Fly also offers wine, with a selection of international and Washington wines all \$18 and under. More than 300 titles from Keff's personal cookbook collection are on display in On the Fly, and she encourages visitors to peruse her favorite recipes as she and Flying Fish staff members often do when planning the restaurant's ever-changing menu.

While long-time Flying Fish patrons will recognize many favorite menu items at On the Fly such as Thai crab cakes and buttermilk fried chicken, the shop expands its reach beyond seafood to offer such dishes as French ham and Gruyere sandwiches, chicken tarragon salad and albondigas, a Latin dish of meatballs and chilies.

Flying Fish and On the Fly join a growing number of lively and eclectic retail shops, restaurants and lifestyle services located in the heart of South Lake Union, Seattle's newest burgeoning neighborhood known for innovation and creativity.

Vulcan Real Estate has attracted a mix of local and regional retailers as well as national retail tenants providing sought-after services and amenities to one of Seattle's fastest-growing neighborhoods.

“On the Fly is a great addition to the neighborhood and furthers chef-owner Christine Keff's longstanding reputation for quality and creativity. Her commitment to the freshest, high-quality local ingredients also echoes Vulcan Real Estate's commitment to building a sustainable neighborhood in South Lake Union,” said Ada M. Healey, vice president of real estate at Vulcan Inc. “We're excited to welcome On the Fly to

South Lake Union as a perfect complement to Flying Fish restaurant that contributes to the area's increasingly lively retail district."

The South Lake Union Flying Fish location now features both lunch and dinner. The menu features small plates, large plates, platters and bowls to encourage diners to sample a wide variety of the kitchen's creations. Flying Fish serves lunch from 11:30 a.m.-2:00 p.m. Monday through Friday, Happy Hour from 4:00 p.m.-7:00 p.m. and dinner from 5:00 p.m.-11:00 p.m. daily.

Since its inception in 1995, Flying Fish has made an impact on diners and critics nationwide, garnering Keff numerous awards and accolades, including the 1999 James Beard Best Chef: Pacific Northwest. Bon Appétit named Flying Fish to its list of the country's 14 best restaurants.

Call (206) 728-8595 to reserve your dining experience at Flying Fish's South Lake Union location. For more information about Flying Fish, go to www.flyingfishrestaurant.com.

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About Chef-Owner Christine Keff

Christine Keff launched her culinary career with a two-year apprenticeship in New York's renowned Four Seasons. Following her Four Seasons training, Keff worked in New York City for 10 years opening three restaurants, developing their concepts and menus and assisting in the full design and development of these unique operations. She was cited by New York Magazine for her innovative approach to regional cuisine and was featured in Bryan Miller's New York Times column and in the New York Daily News.

For a year, Keff traveled extensively throughout the United States and Asia, spending time in Japan, Hong Kong, Singapore, Thailand and Indonesia before relocating to Seattle where she had a vision to combine her culinary travels with a passion for the fantastic products of Pacific Northwest.

After making her mark as executive chef at several Seattle restaurants, Keff achieved a lifelong ambition when she opened Flying Fish in July 1995. Its innovative and imaginative take on seafood reinvigorated the local dining scene, and Flying Fish instantly became a landmark Seattle restaurant.

Keff has appeared in major publications across the country including the New York Times, Bon Appétit, Gourmet, Wine Spectator, Decanter and Food & Wine. In March 1999, Flying Fish received a 4-Star rating by the Seattle Post-Intelligencer, sharing this award with one other restaurant in Seattle. Two months later, the James Beard Foundation recognized Keff as the Best Chef in the Pacific Northwest/Hawaii.

Her relationships with regional fishermen and use of local and sustainable ingredients continue to bring her national attention as Seattle's seafood expert. In 2008, she was inducted into the Pacific Northwest Salmon Center's Wild Salmon Hall of Fame. Keff is the first chef to win this award honoring those who demonstrate passion for the preservation of sustainable wild salmon.

When not attending meetings, speaking on organics and seafood sustainability or representing the Pacific Northwest at national conferences, Keff teaches cooking classes at Flying Fish. In addition, she regularly offers her time and talent to numerous organizations including Lambda Legal, the Women's Funding Alliance, Long Live the Kings and Save Our Wild Salmon. Keff's professional memberships include the Women Chefs and Restaurateurs, the International Association of Culinary Professionals, The James Beard Foundation and Chef's Collaborative.

About Vulcan Real Estate

Vulcan Real Estate is a long-term investor and builder, with a development portfolio, inclusive of committed projects, of almost 6.5 million square feet of office, biotech, retail, residential, hospitality, parking and quasi-public space. The company's growing portfolio comprises over \$2 billion in high-

performing, quality assets. In South Lake Union alone, Vulcan has delivered 3.4 million square feet in 19 new projects, and by 2013, the company expects to have completed nearly 5 million SF (or about half of its potential development in the neighborhood). The company has approximately 1.4 million square feet currently under construction and/or planned for delivery by 2013.