



BIOGRAPHY
STEVEN SCHUSSLER
Chairman and CEO
Schussler Creative, Inc.

Prior to entering the restaurant and entertainment arenas, Schussler held executive positions in the television and radio broadcast industry, selling radio air time in Miami and then television air time for networks, independent and cable television throughout the United States.

A creative type all his life, Schussler has a passion for conceiving concepts that appeal to the masses. His career in the restaurant industry began with the development of **Jukebox Saturday Night**, a nostalgic restaurant and night club with four locations in Chicago, Illinois; one in Des Moines, Iowa; one in Springfield, Massachusetts; one in San Francisco, California and one in Minneapolis, Minnesota.

Schussler's first **Rainforest Cafe™** (*A Wild Place to Shop and Eat™*), opened at the Mall of America in Bloomington, Minnesota in October 1994. Steven and his public company owned and operated 45 Rainforest Café restaurants in seven years, in three continents and sold the chain to Landry's Restaurants in 2000, but not before receiving more than 40 awards in six years including: *Fortune Magazine's* Top 100 Fastest Growing Companies in the U.S.A. (named to the list two consecutive years); *Nation's Restaurant News'* Hot Concept Award, *Orlando Magazine's* Best Theme Restaurant; the National Retail Federation's National Retailer of the Year; and *Chicago Tribune's* Best Restaurant for Kids. Schussler Creative, Inc. was founded in 2000, where he leads the creative vision and overall strategic direction of the organization.

Steven founded and created **T-REX™**: *A Prehistoric Family Adventure™*; *A Place to Shop, Eat, Explore and Discover™*; **Yak & Yeti™** Restaurant; **Betty & Joe's™**: *Baker & Coffee Maker™* - *You Can't Have One Without the Other™*; **Hot Dog Hall of Fame™**: *Frankly the Best Hot Dogs, Sausages, Dumplings, and French-Fries in the World!™*; **Galaxy Drive In™**: *Aliens, Humans and All of Our Four Legged Friends Welcome™* - *Made on Earth™* and **Backfire BBQ™** featuring *Orange County Choppers, Bikes, Burgers, and BBQ™*. For more information about attractions under development, visit www.schusslercreative.com/concepts.

Schussler Creative Attractions, Restaurants and Retail Stores:

- **T-REX™**, **A Prehistoric Family Adventure™**, **A Place to Shop, Eat, Explore and Discover™**, with locations at **Downtown Disney® Marketplace** in Orlando, Florida and **The Legends at Village West** in Kansas City, Kansas. T-REX™ recreates the different environments in which dinosaurs existed and features life-sized dinosaurs, amazing special effects, and hands-on educational opportunities.
- **Yak & Yeti™ Restaurant**, located inside **Disney's Animal Kingdom®** Theme Park in Orlando, Florida, is a unique Asian-fusion restaurant and quick-service market which offers full-service table dining as well as quick-service food and a full-service bar set in an Indian village.
- Schussler Creative's `coffee & pastry concept, "**Betty & Joe's™**, **Baker & Coffee Maker™**", redefines the idea of a coffee house and is located at **Mohegan Sun at Pocono Downs** in Wilkes-Barre, Pennsylvania. Betty & Joe's™ features a menu with java concoctions, along with fresh baked, mouth-watering pastries including cakes, pies, tartlets and scones. Each barista is formally trained in coffee preparation and is ready and able to suggest the perfect pairing between a java drink and pastry pick.
- **Hot Dog Hall of Fame™**: *Frankly the Best Hot Dogs, Sausages, Dumplings, and French-Fries in the World!* Hot Dog Hall of Fame is located at **Mohegan Sun at Pocono Downs** in Wilkes-Barre, Pennsylvania and several other locations nationwide are in the works. Hot Dog Hall of Fame is the home of *Paint Your Own Wiener™* - a trademarked interactive activity for children. In addition, *The Art of Mustard™* is an artistic way for guests to taste a wide and varied selection of different mustards. Using the paint brushes as props, mustards are offered as paints on an artist's pallet and painted onto the dogs themselves.

- **Galaxy Drive In™ : Aliens, Humans and All of Our Four Legged Friends Welcome™** is located in St. Louis Park, Minnesota and offers an intergalactic, retrofuturistic and pet-friendly experience year-round with a delicious menu comprised of galactic burgers, rocket dogs, root beer floats, Saturn's onion rings and more. The whole family can enjoy S'mores kits (complete with marshmallows, chocolate, graham crackers, roasting sticks, campfire songs and the history of S'mores), fire roasting S'mores pits and oversized, outdoor chess and checker sets. Plus a menu for dogs and free ice cream cone for canine visitors.
- **Backfire BBQ™ Featuring Orange County Choppers®** (Bikes, Burgers, Barbeque) at The Legends at Village West in Kansas City, Kansas. A full sensory experience and feast for the eyes and appetite. This one-of-a-kind attraction features dining, entertainment and retail in an interactive environment. Backfire BBQ showcases iconic American cuisine serving burgers, barbeque and comfort food in a full throttle, immersive setting complete with live music, a retail store, an outdoor patio and a fire roasting S'mores pit. With the culinary direction and management of Levy Restaurants, this new BBQ and comfort food concept is the first restaurant to feature the custom motorcycles of Paul Teutul, Sr.'s Orange County Choppers. Paul Teutul Sr. is famous for his leading role on the hit television show, 'American Chopper.'

Schussler Creative Projects Under Development:

- **Aeroblu™** The Spirit of Cool™
- **Zi Imperial Kitchen™** Asian Antiquities and Culinary Art™
- **Winter Wonderland™** The Magic of Winter™
- **Sorcerer's Kitchen™** School of Wizardry, Food & Magic™
- **Musical Garden™** A Living Work of Art, Food and Music™
- **Water, Fire & Ice™** Polar Ultra Lounge™ – The Hottest Place on Ice™
- **Pizza Market™** Italian Kitchen, Wine & Groceria™ – The Place to Ciao!™
- **Mahogany Bay -** Classic Wooden Boats and Great Food™

Giving back to the community is also one of Steven Schussler's passions and a very important part of his life. He is a founding member of the board of directors of Smile Network International, a not-for-profit organization that funds and conducts surgical missions with a focus on reconstructive surgery for children in developing countries. Schussler is a graduate of the FBI Citizen's Academy. The Academy engages citizens in the process of protecting their communities and country. He has also been involved with several other charitable and civic organizations including the Leukemia Society, American Lung Association, Minneapolis Youth Connection, Lifeskills Center for Leadership, and Special Olympics.

Schussler is also committed to inspiring and educating fellow entrepreneurs, the nation's future business leaders and business professionals alike. Speaking at universities and colleges, professional organizations and community events, Schussler shares his personal experiences as an entrepreneur and offers extensive advice, tips and pointers for starting a business and pursuing dreams. In addition, Schussler writes a monthly column called "Back Talk" for *Minnesota Business Magazine*. The column motivates and educates thousands of readers by sharing new and fascinating stories, advice and experiences from nationally and internationally recognized business leaders with roots in the state of Minnesota.

Schussler is the author of the forthcoming book "*It's a Jungle In There*" to inspire entrepreneurs and business leaders, which is scheduled for release September 2010, by Sterling Publishing, a Barnes & Noble company.

Mr. Schussler also recently played the lead role in a national commercial for Clemmy's Ice Cream, an all natural, sugar free and gluten free ice cream, which can be viewed at www.schusslercreative.com/schussler_author.

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