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**LANDMARK SOUTH JERSEY DINER GETS EXTREME MAKEOVER
The Whitman Transforms Itself into Local Gathering Spot**

WASHINGTON TOWNSHIP, N.J., Dec. 23, 2008 – Call it Extreme Makeover: Diner Edition.

Long standing sentry over bustling Black Horse Pike in Washington Township, The Whitman Diner has all the earmarks of a classic Jersey diner – the elongated rail car shape, gleaming chrome facade, and enough neon to bathe the corner on which it sits in eye-attracting colors. But now, the Whitman boasts some decidedly modern features, namely oversized olive-shaped windows, bright red exterior panels, and even an oval-shaped bar.

The Whitman Diner, a 33-year old Gloucester County landmark, is getting a makeover. The end result will be The Whitman, a modern diner/lounge, a lively yet comforting place that promises to bring stylish nightlife to South Jersey. Due to open in early February, The Whitman is designed to incorporate two distinct environments, while creating a flow between them. Designed by DAS Architects Inc., a Philadelphia based firm well known for architectural and interior design work for leading restaurant and hospitality projects, the transformed establishment plans to instantly make an impression on fans of both curvy diners and modern angular design.

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“The goal is to bring something new to South Jersey...this isn’t going to be a ‘bar’ or a ‘sports bar’ or even a ‘martini lounge.’ The Whitman will be a new social gathering spot,” says George Poulianas, The Whitman’s owner. “And the interior design is conducive to relaxing and having a good time with friends. It brings the classic diner of yesterday into the next era.”

The lounge interior will feature curving banquettes and seating areas, finished in dramatic, vibrant fabrics that complement the original diner's color scheme. Brushed aluminum trim, exciting light fixtures and high gloss panels and the new LED lighting are all part of the new look. The new white and red speckled terrazzo flooring will be installed within the whole diner, including the addition, to enhance the flow. The front of the addition is built with a disappearing glass wall that opens onto an outdoor dining terrace to become an indoor-outdoor space.

“The new addition complements the existing railroad car-style, stainless steel diner we know and love from our past, and adds to it elements of a modern-day diner, such as sculptural seating, custom lighting and the olive-shaped windows,” said Dave Schultz, AIA, principal of DAS Architects. “The two styles blend beautifully together and the result is a stylish blend of yesterday and today.”

Poulianas has been able to survive, and indeed thrive, during various economic cycles in large part because he has always had a good sense of what consumers want. From a menu heavily stocked with comfort foods to substantial portions, he prides himself on having a finger on the pulse of his customers. In his view, he’s simply taking the diner to where the current market dictates it should go.

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“People in this area want and need a spot to unwind. They also want to re-capture a lifestyle that has gone missing in the past few years. Quality time with friends, in comfortable surroundings, has become more important in this fast-paced world,” says Poulianas. “That’s what The Whitman is selling.”

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