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Buffalo Wild Wings® Opens in Idaho Falls; Giving Away Free Wings for a Year to First 100 Guests

Idaho Falls, Idaho, May 16, 2011: Buffalo Wild Wings®, winner of scores of best wings and best sports bar awards, is opening its newest location in Idaho Falls on Monday, May 16th. To celebrate, the sports grill and bar will be offering free wings for a year* to the first 100 guests in line for the restaurant's 10am opening. Buffalo Wild Wings is *the* destination for wing fanatics and sports fans alike and continues to prove to its guests again and again that "You Have to Be Here®" to experience the food, the sports and the fun, energetic atmosphere of Buffalo Wild Wings.

The Idaho Falls Buffalo Wild Wings features 62 big screens and wall-to-wall HD TVs for ultimate event and sports viewing.

"We are very excited to be bringing the Buffalo Wild Wings experience to Idaho Falls and we look forward to becoming part of the community by offering free wings for a year to dedicated wing fanatics," said Kathy Benning, Senior Vice President, Marketing & Brand Development for Buffalo Wild Wings. "We have had tremendous turnout for our Free Wings giveaways, with Buffalo Wild Wings fans often camping overnight to guarantee their spot in line. We're looking forward to an equally enthusiastic opening here in Idaho Falls."

To receive free wings for a year, local wing fanatics are encouraged to arrive early and must remain present until the doors open to receive the prize.

Buffalo Wild Wings is known for its 14 signature sauces, making its wings and other menu items customizable creations. Sauces include, from mildest to hottest, Sweet BBQ, Teriyaki, Mild, Parmesan Garlic™, Medium, Honey BBQ™, Spicy Garlic, Asian Zing™, Caribbean Jerk, Hot BBQ, Hot, Mango Habanero™, Wild™ and Blazin'®. With Buffalo Wild Wings' 14 signature sauces running the gamut from Mild to Blazin'®, every taste bud can find a flavor to crave.

Its boldly flavored menu includes boneless wings, specialty burgers and sandwiches, ribs, finger foods, wraps, salads and Naked Tenders®, but the main attraction continues to be Buffalo NY-style chicken wings. A variety of limited-time special offerings keeps the menu new and fresh. Buffalo Wild Wings also has two signature events each week; Wing Tuesdays® and Boneless Thursdays®, where guests can order their favorite traditional or boneless wings at a special price.

The Idaho Falls Buffalo Wild Wings is located at 1430 Miligan Rd (Snake River Landing). It is open *Sunday through Thursday 11am to 12am, Friday and Saturday 11am to 1am.*

*Each recipient of the 'Free Wings for a Year' giveaway will receive a coupon book with 52 vouchers for six free wings – one order for every week of the year.

About the Company

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of restaurants featuring a variety of boldly-flavored, made-to-order menu items including Buffalo-style chicken wings spun in one of 14 signature sauces. Buffalo Wild Wings is an inviting neighborhood destination with widespread appeal and is the recipient of dozens of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently over 600 Buffalo Wild Wings locations across 41 states.