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NEWS RELEASE

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**El Parador Café Introduces a Second, Later Evening Tasting Hour
NYC's #1 Mexican Restaurant Adds another High Value Way to Enjoy All That It Offers**

New York, NY, July 21, 2010 – after a year of great success and with their 3-6 PM, Monday-Saturday Tasting Hour special, El Parador Café is has introduced a second Tasting Hour from 10 PM-12 Midnight. “We really noticed that people loved the idea of the “snack and relax” environment of our afternoon Tasting Hour,” commented Alex Alejandro, Proprietor. “The time is perfect to give our patrons the option of also stopping in later in the evening, and enjoying El Parador’s unmatched authentic Mexican cuisine, refreshing drinks, and friendly environment, all at an exceptional level of value.”

The new Tasting Hour runs from 10 PM-12 Midnight, Monday-Saturday. As is the case with the 3-6 PM Tasting Hour, all beer, sangrias (red or white) and house margaritas are only \$5 and a selection of the legendary restaurant’s best appetizers are half price.

Added Mr. Alejandro, “Whether you are beginning your evening, ending it, or are near the Midtown NY area and want to experience a fun, delicious experience close by, we pledge to make your later evening satisfying and special.”

About El Parador Cafe

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City, currently celebrating its 51st year of operation. Respected as having the best Margaritas by *The New York Press* and the best Ceviche by *The New York Times*, Carlos Jacott launched and nurtured the original establishment, first located on 2nd Avenue and 31st Street.

While Carlos was deemed Maitre D' par excellence, he also made his mark as an all-time great restaurateur. He sold his successful enterprise to Manuel Alejandro in 1990. The torch has been passed to Manny's son, Alex, a 1994 graduate of The French Culinary Institute, who continues to grow the restaurant's following by offering an excellent menu, world class bar & lounge and warm atmosphere.

El Parador Café is dedicated to culture, care, and warmth. Many of our customers first met each other here, and have held their most intimate gatherings at our restaurant.