

Santa Fe Cattle Co. Steakhouse Restaurant Opening New Restaurant in Hammond, LA

HAMMOND, LA and NASHVILLE, TN -- (Marketwire) -- 06/04/09 -- The popular and rapidly growing Santa Fe Cattle Co. (PINKSHEETS: SFHD) roadhouse style steak restaurant chain announces its first franchise unit opening. MVP LLC, the first Santa Fe Cattle Co franchisee, will open its first location at 4:00 p.m. in Hammond, Louisiana on Monday, June 8th. MVP principle Shane Morrison states, "The Hammond location marks the first of three (3) SFCC units MVP plans to develop and operate over the next twelve (12) months, we could not be more excited." The opening marks the 4th new unit the company has opened in 2009. Santa Fe Cattle Co. brings Hammond residents the opportunity to experience simply awesome food in a very distinctive down-home casual atmosphere at a reasonable price.

Santa Fe is very excited to be opening in Hammond and looks forward to becoming a member of the community. "Stirling Properties (developer) has been a pleasure to work with and with the completion of their Hammond Square project, SFCC could not be more pleased with the location," remarked Don Clifford, Santa Fe's Vice President of Real Estate and Development.

"The Hammond, LA store is the first franchise store for our new franchisee in Louisiana," stated Danny York, CEO. "We are excited about the prospects for this new state and our first franchisee with two additional franchise stores to be rolled out over the next twelve months."

Flourishing in spite of the troubled economy, the company's strong sales and revenue growth have established Santa Fe Holding Company as one of the fastest growing concepts in the restaurant industry. In 2008, revenue grew by over 57%. The company is projecting revenue growth of over 50% and expects to add 8 to 10 new stores in 2009.

About Santa Fe Holding Co.

Publicly traded Santa Fe Holding Company (PINKSHEETS: SFHD), of Brentwood, Tenn., operates Santa Fe Cattle Co., one of the nation's fastest growing casual dining "roadhouse" steak restaurant chains. Started in 1996, it provides customers with a unique blend of perfectly aged USDA Choice steaks, ribs, fajitas, Texas Hill Country-influenced homemade sauces and dressings, and mouth-watering Chuck Wagon favorites developed exclusively for the company. Each restaurant's distinctive signature decor includes a Big Ass Fan, which can be seen on their website at www.bigassfans.com. This unique atmosphere creates a fun, nostalgic, down-home, family-oriented atmosphere reminiscent of the Old West with simply awesome food, amazingly friendly service -- all at a reasonable price. For more information, visit: www.santafecattle.com.

Safe Harbor

Safe Harbor statement under the Private Securities Litigation Reform Act of 1995: Statements in this news release looking forward in time involve risks and uncertainties, including the risks associated with the effect of changing economic conditions, trends in the markets, variations in the company's cash flow, competition, availability and cost of materials and labor and suitable real estate locations, and other risk factors.

To receive email updates on Santa Fe Holding Co. financials, news and events, please send an email with your first and last name, phone number, firm name and the subject: "SFHD email update request" to investorrelations@santafecattle.com.

Contact:

Investor relations:

Santa Fe

investorrelations@santafecattle.com

Core Consulting Group

925-465-6088

paul@coreconsultinggroup.com

© 2008 SYS-CON Media Inc.