

**FOR IMMEDIATE RELEASE**

Nov. 1, 2006

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**Steak n Shake and America's Second Harvest partner to feed the hungry**

*Food bank donation reaches milestone – 2 millionth STEAKBURGER™ patty donated this year*

INDIANAPOLIS — The Steak n Shake Company (NYSE:SNS) partners for the fourth year with America's Second Harvest, the nation's largest network of food banks, to deliver STEAKBURGER™ patties to the hungry this holiday season. At the same time, the company celebrates good taste with the introduction of two new holiday milk shakes.

Beginning Nov. 1, for every \$5 in TAKHOMACARD™ gift cards purchased at one of its 469 company-owned and franchised restaurants, Steak n Shake will donate one STEAKBURGER™ patty to one of the more than 70 of America's Second Harvest food banks. The program runs through December 25, 2006.

"We are so pleased to be working with Steak n Shake again to meet the needs of the hungry in many states," said Vicki B. Escarra, president and CEO of America's Second Harvest. "This partnership shows that every act of giving makes a big difference in the lives of Americans at risk of hunger."

Deliveries of the STEAKBURGER™ patties will be made in the first quarter of 2007. By donating the same 100 percent pure beef STEAKBURGER patties that Steak n Shake serves in its restaurants, Steak n Shake provides the hungry an item that is highly sought after in food banks.

Last year, more than 1 million STEAKBURGER patties were delivered to food banks, with 75 percent of the donations going to those affected by Hurricanes Katrina and Rita.

"Through the generosity of our associates and guests, Steak n Shake has been able to make a meaningful difference in the lives of the hungry," said Peter Dunn, president and CEO of Steak n Shake. "In just the fourth year, we are on track to hit a donation milestone. We will give away the two-millionth STEAKBURGER patty during the 2006 America's Second Harvest campaign."

Steak n Shake also celebrates the holidays by bringing back three of its favorite seasonal milk shakes—Egg Nog, Dark Chocolate and White Chocolate. "Our guests always enjoy milk shakes throughout the year, but the holidays are special. We're excited to add two new milk shakes, Dark Chocolate with Holiday Fudge and White Chocolate with Holiday Fudge," said Doug Willard, vice president of consumer insight and innovation for Steak n Shake. The Holiday Fudge Milk Shake is mixed with chunks of chocolate fudge throughout, topped with whipped cream, more chunks of holiday fudge and topped with a maraschino cherry. The holiday milk shakes are available Nov. 1 through Dec. 25.

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*Steak n Shake is a full service, casual dining restaurant serving a core menu of its famous STEAKBURGER™ sandwiches, thin 'n crispy French fries, old fashioned hand-dipped milk shakes, chili, home style soups, fresh salads, a variety of desserts and breakfast. All of the food is prepared to the guest's order and served by friendly, well-trained associates. Steak n Shake restaurants feature full-service dining areas, counter service and drive-thru windows and are open 24 hours a day, seven days a week.*

**Note to media:** For downloadable PHOTOS of prior donations, as well as images of the new line of holiday milk shakes, please contact Linda or Wendy.

B-ROLL--including food bank action shots--is also available upon request.