

FOR IMMEDIATE RELEASE
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Baker Bros American Deli opens first South Carolina location

Lexington, SC – Baker Bros American Deli will open its first restaurant in South Carolina on November 29, the first of three slated to open in the Columbia market.

The 2600 SF, 110-seat restaurant, offering award-winning salads, specialty sandwiches on artisan breads, stuffed baked potatoes and gourmet pizzas, opens in the Lexington Pavilion Shopping Center at 5135 Sunset Blvd, Lexington, SC. Catering and call-in orders may be placed by calling the location directly at 803-359-2022.

Baker Bros offers a selection of 14 specialty sandwiches and build-your-own deli sandwiches made with premium meats, cheeses and fresh produce. Their proprietary breads come in four varieties – farm bread, whole wheat, light rye and eggspun. Eight salads are offered in regular or half portions, and six baked potatoes and eight gourmet pizzas prepared on focaccia crust round out the menu.

The Lexington restaurant is the first of three Baker Bros franchises that Palmetto State Delis will open in the Columbia market. Palmetto State Deli is also finalizing a lease for a second location to be opened in Columbia in 2008.

Founded in 1999 by restaurant industry veterans Ken Reimer and Tom Dahl, Baker Bros currently operates eight company stores in Dallas and has more than 30 franchised stores open or in development in Las Vegas, California, Texas, Arkansas, and South Carolina.

Corporate locations averaged \$1.3 million in annual sales in 2006 with average guest checks of around \$7.50. The average guest count is 3,200 customers a week. Corporate locations have seen same-store sales growth of 6.9 percent, 12.2 percent and 10 percent in the last three years with very little advertising.

Baker Bros units range from \$416,000 to \$686,000 with the average totaling around \$500,000 per unit. Franchise fees are \$25,000 per location. Franchisees are required to open a minimum of three stores within end caps of powerhouse shopping centers, near medium-density offices or close to a mix of retail and residential development.

In the next five years, Baker Bros plans to have 60 to 70 units in operation with several airport locations.

For more information, visit www.bakerbrosw.com.

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