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BAKER BROS CONTINUES EXPANSION IN WEST TEXAS

Existing Franchisees Secure Rights for Additional Markets

August 27, 2007

Dallas, Texas- August 27, 2007 - Baker Bros American Deli, a fast-casual concept headquartered in Dallas, has executed an exclusive Area Development Agreement with current franchisee, Lewis BB Restaurants, to open at least five more Baker Bros American Deli restaurants in West Texas. Existing operators of a franchised Baker Bros restaurant in Amarillo, Lewis BB Restaurants has a second location in Amarillo and a location in Lubbock, TX under construction. Both are scheduled to open later this fall.

Lewis BB Restaurants already has the exclusive rights to develop at least four Baker Bros restaurants in Lubbock, Potter and Randall Counties. This newest agreement grants additional exclusive rights for Wichita Falls, Abilene, San Angelo, Midland and Odessa, Texas.

Founded in 1999 by Ken Reimer and Tom Dahl, two well-respected industry veterans, Baker Bros currently operates eight company stores in Dallas, Texas with more than 30 franchised stores open or in development in Las Vegas, California, Texas, Arkansas, and South Carolina. "Our first Amarillo location has been very successful, actually setting a company record for opening store sales," said Ken Reimer, Baker Bros' CEO. "We are very excited to be partnering with Lewis BB Restaurants to add additional territories. They have proven to be fine operators, we are very happy for them and we wish them continued success as they grow their business" he added.

Not to be confused with typical sandwich chains, Baker Bros American Deli (www.bakerbrosdeli.com) is an *upscale*, fast-casual deli featuring Specialty Sandwiches, Specialty Salads, Gourmet Pizzas and more. All entrees are prepared fresh to order using the freshest available breads, ingredients and produce. The restaurants typically operate in high visibility strip centers and occupy 2500-3500 SF with seating for 120-160.