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BAKER BROS ANNOUNCES EXPANSION IN HOUSTON, TX

New Franchisees to Develop 10 Baker Bros Restaurants

May 1, 2007

Dallas, Texas- May 1, 2007 - Baker Bros American Deli, a fast-casual concept headquartered in Dallas, has executed an exclusive Area Development Agreement with Nitin and Sue Tarte of SNT BB, LLC to open at least 10 Baker Bros American Deli restaurants in Houston, TX. The newest franchisees of Baker Bros have secured the exclusive rights to develop a minimum of 10 Baker Bros restaurants over 5 years in the Houston DMA.

Nitin and Sue are currently searching for locations throughout the Houston area and hope to secure their first site soon. Their development agreement provides exclusivity in the Houston market and calls for their first five stores to be developed in 36 months. "We selected Baker Bros due to four factors," said Nitin Tarte, President of SNT BB. "(a) Strong leadership at Baker Bros with high integrity, (b) Quality of food and range that we personally liked very much and felt that the rest of Houston market will also love, (c) Sound financials in growing a franchise operation in Houston and, (d) Efficiency of operating each restaurant - resulting in consistent quality, customer service and employee satisfaction."

Founded in 1999 by Ken Reimer and Tom Dahl, two well-respected industry veterans, Baker Bros currently operates eight stores in Dallas, Texas with over 30 franchised stores open or in development in Las Vegas, Texas, Arkansas, California and South Carolina. "Metro Houston is a wonderful city. It is very similar to the Dallas-Fort Worth Metroplex and we are excited to be working with Nitin and Sue to develop that market" said Ken Reimer, Baker Bros' CEO.

Not to be confused with typical sandwich chains, Baker Bros American Deli (www.bakerbroswdeli.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.