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FOR IMMEDIATE RELEASE

**BAKER BROS® TO SERVE IT UP HOT AND FRESH IN THE GREATER DALLAS AREA**

*Sophisticated Restaurant Franchise Positioned 'Close-to-Casual' Brings on Industry Veteran to expand Dallas offerings*

**DALLAS** – Baker Bros, a 16-unit neighborhood-style American deli franchise, has teamed up with seasoned restaurant industry leader Derrick Pratt to bring more of its upscale, fast-casual restaurants to the Dallas area.

“The Baker Bros business model is a proven winner - they have found the formula for success,” said Derrick Pratt, who has taken over operations at the Southlake, TX, location and plans to open two more locations in the Dallas area.

“The fast-casual product line and ease of operations is well suited to where consumers are going,” said Pratt, who recently left a national quick-service chain, where he served as a VP and General Manager in Northern California, supervising more than 600 locations. “The company is very operationally focused and is consistent with their products and service.”

Baker Bros is lead by restaurant industry veterans Ken Reimer and Tom Dahl, who both helped guide Tony Roma’s to never before seen success. The duo founded Baker Bros in 1999 under the motto, “Visit us often. Enjoy yourself always,” and with this motto in mind, these expert restaurateurs, who have more than 60 years of restaurant industry expertise between them, launched the Baker Bros concept with the idea of bringing the authentic taste of the heartland to neighborhoods across the country.

“Derrick Pratt is a proven industry leader who will use his experience to expand Baker Bros’ reach in and around Dallas,” said Reimer, Baker Bros Chairman and CEO. “We are excited to bring a high-end fast-casual experience to the market with our concept that comes as close to casual dining as possible without having a bar, table service, and a high-price check.”

With 16 restaurants currently open in Texas, Arkansas, and South Carolina, and additional locations in development, Baker Bros is a place where many people go for flavorful, fresh-tasting food offered in hearty portions at a reasonable price. Baker Bros projects to have 45 deals signed and 25 locations open by the end of 2009.

Baker Bros is at the forefront of the hot fast-casual segment, surpassing the fast-casual industry average for sales growth. Over the past four-year period, Baker Bros has experienced tremendous growth and success, seeing its company store sales increase by 36 percent despite an economy that would suggest otherwise. Baker Bros enjoys success, in part, by promoting a business model where equipment costs are less than the national fast-casual average, continually maintaining profit margins, and incorporating an efficiency model that allows for the flexibility to deal with any economic climate. Baker Bros has proven that their “dough” can rise even in a recession.

However, it's the Baker Bros delectable, diverse menu and incredible value that sets it apart from all others in the fast-casual world. Baker Bros insists on serving the tastiest breads, the freshest produce, and premium quality meats and cheeses to create their signature sandwiches, award-winning salads (named Best Big Salad in Dallas), soups, stuffed baked potatoes, and gourmet pizzas. Every order is prepared fresh, and free from grills and fryers, promoting a healthy lifestyle. Customers have the flexibility and satisfaction of creating their very own menu item with a twist as everything is prepared to order.

### **About Baker Bros**

Founded in 1999 by restaurant veterans Ken Reimer and Tom Dahl, who guided Tony Roma's to success, Baker Bros is a fast-casual neighborhood-style American deli franchise that comes "close-to-casual" and serves the tastiest breads, freshest produce, and premium quality meats and cheeses to create their signature sandwiches, award-winning salads, soups, stuffed baked potatoes, and gourmet pizzas. Currently operating 17 locations throughout the nation, Baker Bros has plans underway to open additional locations in the near future. Baker Bros is franchised through an Area Development Agreement that generally requires a three to five store commitment for individual franchisees. For more information, please visit [www.bakerbroswdeli.com](http://www.bakerbroswdeli.com).

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