



1/10/2006 BCD APPOINTED NEWEST MEMBER OF CIRB – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce its appointment as member of **The Council of International Restaurant Real Estate Brokers (CIRB)** for the New York City Metro area.

CIRB is the only international network of independent real estate brokers who specialize solely in restaurant and related real estate. Unlike other networks whose members handle a variety of commercial real estate, the CIRB members are comprised of the top restaurant real estate brokers in major metropolitan areas.

Restaurateurs, developers, landlords, sellers and lenders have all received timely and cost-effective solutions from the highly-qualified members of CIRB. Clients of CIRB enjoy enormous competitive advantages that stem from members' inside knowledge of local and regional markets, the restaurant business, and their affiliation in a multi-national network of restaurant real estate experts.

"Branded Concept Development is an excellent addition to our council, and a strong player in the New York market. We recognize which brokers are the leaders in the restaurant real estate industry, and BCD meets, if not exceeds, the qualities we seek in our members," said Marty Kotis, President of CIRB.

BCD is an outsourced real estate, design and construction alternative for developing restaurant and retail concepts. Whether imparting proven expertise to a start-up concept or supporting the roll-out of an existing brand, BCD provides the essential insight for a cost-effective approach throughout the expansion process.

BCD's clients include Camille's Sidewalk Café, Checkers Drive-In Restaurants, Coffee Beanery, Desert Moon, Famous Dave's, Great Steak & Potato Company, New York Health & Racquet Club, Papaya King, Ranch*1, Red Robin Gourmet Burgers, Rita's Water Ice, Samurai Sam's Teriyaki Grill, Surf City Squeeze, and The Vitamin Shoppe.

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