



2/8/06 CHEVYS FRESH MEX FRESHENS UP TIMES SQUARE – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce its role as project manager for the renovation of **Chevys Fresh Mex** in Times Square at 243 West 42nd Street in Manhattan.

Founded in 1986 in the San Francisco Bay area, Chevys originated the Fresh Mex, concept in Mexican cooking and has dedicated itself to serving spectacular fresh food at casual dining prices. Currently owned by Real Mex Restaurants, there are currently 114 Chevys Fresh Mex restaurants nationwide. Real Mex Restaurants is the largest full service, casual dining Mexican restaurant company in the United States with concepts that include Acapulco, El Torito, GuadalaHarry's, Keystone Grill, El Paso Cantina and Fuzio.

"We look to Branded Concept Development, a company that has extensive knowledge of the Manhattan restaurant market, to invigorate our famous Times Square location," said John Druse, Sr. Director of Facilities/Construction of Real Mex Restaurants.

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, Cosi, Desert Moon, Famous Dave's, Red Robin Gourmet Burgers, and The Vitamin Shoppe.

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