



2/27/06 BCD NAMED NATIONAL BROKER FOR SUPER LAUNDRY – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce its role as the exclusive real estate broker for **Super Laundry**.

With over 30 years of experience, Super Laundry is the largest commercial laundry distributor in the United States. A subsidiary of the publicly traded company Coinmach Service Corp., Super Laundry constructs high quality coin and card operated laundry facilities. Unlike typical Laundromats, Super Laundry offers modern, clean and bright facilities. Some of their locations include video games, cafes or tanning salon services as amenities to their patrons.

Super Laundry has opened over 1,000 locations nationwide in New York, New Jersey, Connecticut, Southern Massachusetts, Pennsylvania, Maryland, Delaware, Washington DC, Northern Virginia, Ohio, Indiana and Michigan.

“Branded Concept Development is the ideal company to support Super Laundry with its intensive expansion plan and help to redefine how landlords view Laundromats,” said Charles Prato, Area Vice President of Super Laundry.

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, Chevy’s Fresh Mex, Coffee Beanery, Cosí, Desert Moon, Famous Dave’s, Red Robin Gourmet Burgers, Samurai Sam’s Teriyaki Grill, Surf City Squeeze and The Vitamin Shoppe.

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