



5/15/06 BCD APPOINTS TWO NEW TEAM MEMBERS – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce the appointment of two new team members - Heather Immoor and Jeffrey Levy.

Heather Immoor joined BCD as Marketing Manager. In this capacity, she will oversee the marketing, public relations and business development for BCD, as well as spearheading branding services on behalf of our roster of clients. An entrepreneur with the heart of a creative, Heather started and ran a cake studio, Curve Cakes, in Los Angeles prior to her move to New York. Working in the competitive atmosphere of the high-end boutique cake industry developed in Heather a strong background in these competencies.

Jeffrey Levy joined BCD as Associate Manager of Real Estate. In this position, he will be negotiating on behalf of our portfolio of concepts. Prior to joining BCD, Jeff served as Sr. VP/Chief Operating Officer of Arco Management Corp. where he was responsible for a portfolio of several thousand housing units. Throughout his career, Jeff has also worked with The Argo Corporation, CrossLand Federal Savings Bank and American Continental Properties Group. Jeff has successfully negotiated commercial and retail leases for over 500,000 square feet, and has an extensive, nationally-based real estate background.

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 comprehensive and cost-effective approach throughout the expansion process.

BCD's clients include Checker's Drive-In Restaurants, Chevys Fresh Mex, Cosi, Desert Moon, El Pollo Loco, Famous Dave's, Fleming's Steakhouse, Fogo de Chao, New York Health & Racquet Club, Papaya King, Red Robin Gourmet Burgers, Samurai Sam's Teriyaki Grill, Super Laundry, Surf City Squeeze, The Vitamin Shoppe and more.

For additional information, please contact:

Heather Immoor
Marketing Manager
Branded Concept Development
Phone: (212) 260-5210
Fax: (212) 260-5211
Email: himmoor@bcdevelopment.com
www.bcdevelopment.com