



6/10/06 BCD HELPS COSI GET COSY IN FOUR NEW LOCATIONS – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce the opening of four new **Cosi** restaurants in New York, Connecticut and Maryland.

BCD oversaw the design of the Stamford (CT), Baltimore (MD) and Owings Mills (MD) locations. BCD also acted as project manager for their Stamford (CT) and Great Neck (NY) locations, supporting Cosi through the construction phases of development.

Founded in 1996, the Cosi look and feel was first inspired by a small Parisian café - a warm inviting spot where people liked to go for coffee, spend time with the community and enjoy a great sandwich. Serving delicious food in a comfortable, urbane and contemporary atmosphere, Cosi combines all elements to stimulate the senses and create a lasting impression.

Cosi, a publicly traded company on the NYSE under the symbol COSI, has grown to include over 100 restaurants in 16 states and the District of Columbia with plans to expand nationally with additional corporate and franchised locations.

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 Camille's Sidewalk Café, Checkers Drive-In Restaurants, Chevys Fresh Mex, Coffee Beanery, Desert Moon, El Pollo Loco, Fleming's Prime Steakhouse, Fogo de Chao, Mariano Rivera's New York Grill, Ranch One, Red Robin Gourmet Burgers, Super Laundry, The Vitamin Shoppe, Zen Palate and more.

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