



8/14/06 INDIANA & MARYLAND BRACE FOR "DESERT" STORM – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce that two franchisees of Desert Moon have recently signed leases for new locations in Indiana and Maryland. Lake House Enterprises LLC, a franchisee of Desert Moon, has signed a 10-year lease for approximately 2,000 square feet at the Valley Mall in Hagerstown, Maryland. Also, Cactus Pad Inc. signed a 10- year lease for approximately 2,000 square feet at Heritage Square in Mishawaka, Indiana.

Desert Moon is a fast casual restaurant servicing time-pressured guests who want a high-quality, great-tasting, fast-food alternative. Differentiating itself from its typical Mexican fast-food counterparts, the Desert Moon menu offerings are a fusion of Fresh Mexican/Southwestern recipes. Prepared in a full view/open kitchen, guests are offered a choice of meat, fresh vegetables, salsa, beans, and rice. The result is a product that is unique in the fast-food venue, extremely flavorful and sought after by quality driven consumers.

With the opening of two more Desert Moon locations, **Gary Occhiogrosso**, President of Desert Moon, said "We feel strongly that the shoppers at Heritage Square and the Valley Mall will be very receptive to our new Desert Moon locations. With the growing public demand and great franchisees, Desert Moon will continue to expand across the country."

In BCD's role as Desert Moon's exclusive national real estate broker, **Elizabeth Oliner** worked in conjunction with **Dennis Bodley** of **Sax Realty** to negotiate the deal for Hagerstown location with the landlord, Preit Services LLC, a Philadelphia based REIT.

Elizabeth Oliner also worked in conjunction with **Brian Epstein** of **Urban Spaces** and the landlord, Gumwood HP Shopping Partners, L.P. to negotiate the lease for Heritage Square.

Both Sax Realty and Urban Spaces are members of the **Council of International Restaurant Brokers (CIRB)** and serve as BCD's affiliate brokers for their respective areas.

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, Coffee Beanery, Cosi, El Pollo Loco, Famous Dave's, Flemings Prime Steakhouse and Wine Bar, Mariano Rivera's New York Grill, Red Robin Gourmet Burgers, Saladworks, Super Laundry, The Vitamin Shoppe, Zen Palate and more.

For additional information, please contact:

Andrew Moger
Branded Concept Development
Phone: (212) 260-5210 ext. 15
Fax: (212) 260-5211
Email: amoger@bcdevelopment.com
www.bcdevelopment.com

Gary Occhiogrosso
President and COO
Desert Moon
Phone: (877) 564-6362 ext. 226
Fax: (845) 267-2548
Email: desertmooncafe@msn.com
www.desertmooncafe.com