



9/13/06 BCD INTRODUCES BRGR TO NEW YORK CITY – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that **BRGR** has signed a 15-year lease for 2,000 square feet at 287 7th Avenue in Manhattan. This is BRGR's first location.

As BRGR's exclusive broker in New York City, Alexandra Turboff and Elizabeth Oliner negotiated on their behalf with Eretz Realty.

Chris Russell, proprietor of BRGR, was previously an owner of Manhattan hot spots Moomba and TanDa.

BRGR will serve fresh, made-to-order beef, turkey and veggie burgers. Customers can choose to have their burgers charbroiled or hot off the griddle. Beer and wine will be served, along with hand-cut fries, beer battered onion rings and freshly baked chocolate chip cookies.

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: Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, El Pollo Loco, Fleming's Prime Steakhouse and Wine Bar, La Grenouille, L.A. Weight Loss Centers, Mariano Rivera's New York Grill, New York Health & Racquet Club, Papaya King, Saladworks, Super Laundry, The Vitamin Shoppe, Zen Palate and more.

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