



BRANDED CONCEPT DEVELOPMENT

11/20/06 BCD ANNOUNCES NEW LOCATION FOR LENNY'S – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that **Lenny's** has signed a 12-year lease for 1,600 square feet, plus an outdoor garden, at 613 9th Avenue in Manhattan. Lenny's currently has seven locations across Manhattan with another under development.

Alexandra Turboff negotiated on behalf of Lenny's with Joseph Rocca of DiMucci partners, who represented the landlord.

The popularity of Lenny's stems from the philosophy of providing their loyal clientele with a dining experience that exceeds expectations every time. It is the "Lenny's Craving" which brings guests back with tremendous frequency. Through extraordinary product and remarkable service, Lenny's has established themselves as "Manhattan's premier sandwich brand."

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: Ark Restaurants, Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, El Pollo Loco, Fado Irish Pubs, Fleming's Prime Steakhouse and Wine Bar, 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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