



## 4/02/07 BCD & FIVE GUYS FIND A FIT AT FIFTY-FIFTH & FIFTH - FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce that their exclusive client, **Five Guys Famous Burgers and Fries**, has signed a 10-year lease for 1,635 square feet at 43 West 55th Street in Manhattan. Five Points Partners, LLC, the Manhattan area developer for Five Guys, intends on opening 20 locations over the next five years.

Alexandra Turboff, Manager of Real Estate for BCD, negotiated on behalf of Five Guys with Peter Braus of Sierra Realty, who represented the landlord.

Five Guys Famous Burgers and Fries began as a family-run business in 1986, focusing, simply, on serving the best burgers possible. Since expanding from their first Arlington, Virginia location, there are now over 140 Five Guys restaurants along the East Coast. Five Guys has the distinction of being awarded "#1 Burger" by the Washingtonian Magazine for six consecutive years.

"We love the Five Guys product and believe it will be well received in the Manhattan market. Our goal is to rapidly open stores and establish Five Guys as the best burger in the city," said John Rigos, a partner at Five Points.

In addition to acting as Five Guys' exclusive real estate broker, BCD has also been named project manager for new store development. In this capacity, BCD will be responsible for all design and construction services.

"We are excited to be working exclusively with BCD. Their focus on solely serving food retail concepts perfectly aligns with our interests and their construction management skills will enable us to rapidly develop our stores," said Rigos.

Five Points Partners, LLC is a New York-based business catalyst focused on building a portfolio of multi-unit brand concepts. They identify compelling brands and secure the exclusive development rights for leading U.S. markets. Five Points owns and operates all of their portfolio companies, provides ongoing strategic and management support, supplies the necessary debt and equity capital, and focuses on building their businesses and maximizing value to their company and its shareholders. Their current portfolio includes Five Guys Burgers and Fries, Dunkin' Donuts / Baskin Robbins, and Subway sandwich shops.

BCD is an outsourced real estate, design and construction firm 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, Camille's Sidewalk Café, Chevy's Fresh Mex, Coffee Beanery, Cosi, Desert Moon, Fado Irish Pubs, Fleming's Prime Steakhouse and Wine Bar, L.A. Weight Loss Centers, Mariano Rivera's New York Grill, New York Health and Racquet Club, Papaya King, Pump Energy Food, Saladworks, Super Laundry, The Vitamin Shoppe, Zen Palate, and more.

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