



6/06/07 BCD WINS INDUSTRY ACHIEVEMENT AWARD – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that it has been awarded the Industry Achievement Award from Retail Construction Magazine in the Development Firm category. The award was presented on Wednesday, May 16, during the Retail Construction Expo in Chicago, Illinois.

Industry leaders from 12 categories were recognized for their excellence in retail design, development, construction and facilities management. The winners were selected by how they helped advance their respective field of industry through their achievements and contributions during 2006.

BCD's role as a turnkey development firm offering tenant representation, design, branding, and project management services, puts it in the unique position to support a concept from its very beginning and through its growth into an expanding enterprise with multiple locations. Whether applying the talents of its in-house real estate brokerage team, creativity and ingenuity from its design staff, or the incomparable guidance and organizational skills provided by its project managers, BCD consistently demonstrated its dedication to its clients and their concept's needs. The ability to provide a variety of services while remaining the single point of contact for their client, allows BCD to maintain a continuous supporting relationship with each and every one of its portfolio of concepts over the course of its lifetime.

"We are extremely pleased that our firm has been recognized for its accomplishments and dedication to our clients," said Andrew Moger, CEO of BCD. "Our clients' successes are in direct correlation to our own."

BCD's clients include Ark Restaurants, BRGR, Camille's Sidewalk Café, Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, Fado Irish Pubs, Five Guys Famous Burgers & Fries, Fleming's Prime Steakhouse and Wine Bar, Joe – The Art of Coffee, L.A. Weight Loss Centers, Mariano Rivera's New York Grill, New York Health and Racquet Club, Papaya King, Pump Energy Food, Saladworks, The Vitamin Shoppe, Zen Palate, and more.

For additional information, please contact:

Adria Subbiondo
Branded Concept Development
Phone: (212) 260-5210 ext. 12
Fax: (212) 260-5211
Email: asubbiondo@bcdevelopment.com
www.bcdevelopment.com