



6/30/08 BCD ICES TWO MORE DEALS FOR CRUMBS BAKE SHOP – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that they have represented their client, **Crumbs Bake Shop**, in two new lease transactions.

The first location, in a portion of the former Georgette Klinger Spa at 501 Madison Avenue at 52nd Street, is 800 square feet. Barry Williams, of BCD, represented Crumbs, while the landlord, Silk & Halpern Realty, was represented in-house by Brett Tartarkin.

The second location, at the new Whole Foods-anchored Columbus Village, on Columbus Avenue and 97th Street, is 515 square feet. Alexandra Turboff, of BCD, represented Crumbs, while the landlord was represented by Kelly Gedinsky, of Winick Realty Group.

Crumbs Bake Shop was launched by Mia and Jason Bauer in 2003. Famous for their award-winning, oversized cupcakes, Crumbs now has five locations in Manhattan, one in East Hampton and two in Los Angeles. Sporting a new look and feel, Crumbs currently has 15 new bake shops under development in the New York-metro area and Los Angeles .

In addition to its role as real estate broker, as part of its turn-key roll-out service, BCD is acting as project manager for Crumbs, overseeing all design and construction on the 12 bake shops under development in the New York-metro area.

BCD is an outsourced real estate, design and construction firm for developing restaurant and retail concepts. Whether imparting our 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 portfolio of work includes: Alicart Restaurant Group, Aramark, Ark Restaurants, Blockhead's Burritos, Camille's Sidewalk Cafe, Chevys Fresh Mex, Cosi, Desert Moon, Dinosaur Bar-B-Que, Five Guys Famous Burgers and Fries, Fleming's Prime Steakhouse and Wine Bar, Papaya King, Red Mango, Saladworks, The Pump Energy Food, Vitamin Shoppe, Zen Palate and more.

For additional information, please contact:

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