



## 9/25/08 STEPHEN MAY JOINS BCD AS KEY MEMBER OF REAL ESTATE TEAM – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is pleased to announce that Stephen May has joined the firm. As member of our real estate team of restaurant and foodservice specialists, Steve will be responsible for site selection and lease negotiations on behalf of our portfolio of concepts.

Steve is a real estate veteran with a particular expertise in hospitality properties, which includes restaurants, lounges, food and beverage retail, and catering. He joins us after five successful years at the Winick Realty Group.

Until 2002, Steve was Chief Operating Officer of Doctor Squeeze, a publicly traded chain of juice bars based in New York City. Prior to that, Steve was managing partner of two of New York City's most storied billiard venues - Pockets and Julian's. Pockets was at the forefront of the Flatiron explosion when it opened in 1988 and Julian's, the legendary 100-year old pool hall located in the historic Palladium Building, has been immortalized time and again in print and on the silver screen.

Previously, Steve held management positions with Marriott, Prime Hotels (a franchisee of Sheraton and Radisson), and the venerable Warwick Hotel in Philadelphia. He has also been a partner in a variety restaurant and catering businesses.

Steve is a licensed Real Estate Salesperson in the State of New York and a member of REBNY and ICSC. Steve graduated from Florida International University with a Bachelor of Science in Hospitality Management.

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, 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, Crumbs Bake Shop, Dallas BBQ, Desert Moon, Dinosaur Bar-B-Que, DoubleTree Hotels, Five Guys Famous Burgers and Fries, Fleming's Prime Steakhouse, Joe - The Art of Coffee, Papaya King, Zen Palate and more.

For additional information, please contact:

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