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## **Tossed® Expands Healthy, Fast Casual Concept to Prestigious Town Center at Boca Raton with New Franchise Agreement**

*Rapidly Growing South Florida Firm Will Bring Made-to-Order Gourmet Salads, Crepe Wraps and Sandwiches to Shoppers at Town Center at Boca Raton*

**FT. LAUDERDALE, FL – (August 2, 2011)** – Tossed®, home of garden fresh salads, crepe wraps and sandwiches, today, announced it has signed an agreement with a franchise group to bring the chain's healthy cuisine to the newly renovated 'The Cafes at Boca' in the upscale Town Center Mall in Boca Raton, Florida. The new location will be Tossed's first restaurant in a food court setting, offering busy shoppers a quick, healthy and delicious food alternative, including its made-to-order gourmet salads that were named "New York's Best Salad" by *New York* magazine. Opening is scheduled for fall 2011.

"More and more people want a healthy alternative to the regular food court offerings," said Tom Valeo, a partner of the franchise group. "Only fresh, high-quality ingredients like shrimp, roasted portobello mushrooms and goat cheese go into our salads, sandwiches and crepe wraps. We're looking forward to providing shoppers with a delicious and nutritious meal that is never pre-prepared and is ready in just a few minutes."

The renovation of the food court at Town Center at Boca Raton is an ideal opportunity for Tossed to roll out its concept in a new inline format. Simon Property Group, Inc., owner of Town Center at Boca Raton—a luxury shopping destination and one of the United States' premier malls -- is renovating the popular food court by introducing a contemporary design, including clerestory windows for more natural light, updated seating and a café look-and-feel. Tossed is one of the new upscale dining concepts to be featured in the redesigned space.

"We are thrilled to debut the Tossed concept at the soon-to-be unveiled 'The Cafes at Boca' at Town Center at Boca Raton," said Rocky McMurtray, long term leasing manager for Simon Property Group. "Our goal with 'The Cafes at Boca' is to provide a first-class gourmet experience for shoppers on the go. Tossed's health-conscious cuisine and salads are a perfect complement to our present offerings."

Founded in 1998 Tossed promotes an "Eat Smart, Think Fresh" philosophy. Tossed is known for its distinctive menu and modern, fast casual ambience. The restaurants' cuisine appeals to those who appreciate lighter, wholesome fare: among its well-known items are gourmet salads with more than 50 choices of toss-ins, along with signature dressings; wraps made with homemade, fat-free, whole-wheat crepes; sandwiches served on artisan bread; and a gluten-free menu.

"Tossed restaurants offer the ultra-fresh, wholesome, high-quality food that people have been asking for. We are extremely happy to form this partnership with Tom Valeo and his team, and to bring our

mission of helping America to eat healthier to Simon Property's prestigious mall in Boca Raton," said Eric Clark, Chief Operating Officer of Tossed. "Our franchises are expanding across the country and now we've taken another step with our first non-traditional unit in a food court. Now that we have perfected the non-traditional model, we are ready to expand into airports, colleges and other, similar venues."

Tossed's new Boca agreement further expands the chain's strong expansion surge that began late last year. Tossed has announced franchise agreements for new locations in Chicago; Boston; Los Angeles; Orange County, California; and Washington, D.C., making Tossed a coast-to-coast operation. The chain will expand outside the United States for the first time with the opening of a Canadian location in Vancouver, British Columbia this summer.

#### About Tossed:

Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed also offers whole-wheat crepe wraps made fresh throughout the day as well as sandwiches, paninis, soups and smoothies. Tossed has grown from its original location on Manhattan's Park Avenue to include restaurants across the United States. Tossed Franchise Corporation, based in Fort Lauderdale, Florida, offers franchises to companies and individuals interested in one of the freshest, most exciting concepts in fast casual dining. To learn more about Tossed, go to [www.tossed.com](http://www.tossed.com).

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