

PRESS CONTACT:

Molly Antos

S&S Public Relations, Inc.

847/955-0700 ext. 9327

mantos@sspr.com

Tossed[®] Gives Franchisees Even Greener Sales Opportunities With New Kiosk Store Option

Leader in Garden Fresh Salads, Crepe Wraps and Sandwiches Offers Multiple Open Designs Ideal for Malls, Airports, College Campuses, Office Buildings, Amusement Parks and More

FT. LAUDERDALE, FL – (July 13th, 2010) – Tossed[®], home of garden fresh salads, crepe wraps and sandwiches, today unveiled a new freestanding kiosk version of its restaurant concept. The modular kiosk design, available in multiple configurations from 242 to 265 square feet, makes Tossed's popular concept applicable for the first time in malls, food courts and even open air settings where Tossed's young, health-conscious customers live, work and play.

Tossed's new kiosk option is designed for maximum flexibility and ease of operation. Able to support nearly the full Tossed menu, the kiosks can be built out in roughly half the time of the company's current storefront restaurants. The reduced cost of a kiosk franchise also provides quicker ROI.

“Tossed has proven itself as a first choice among young, active and health-conscious customers. Our new kiosk stores allow franchisees to take Tossed to a whole new set of locations that fit this key demographic,” said Eric Clark, chief operating officer of Tossed Franchise Corporation. “While our existing storefront option is ideal for urban centers, the smaller size and greater flexibility of our kiosks let Tossed franchisees enter smaller, yet still dense traffic locations such as shopping malls, airports, college campuses, office complexes and convention centers.”

Tossed' new kiosks are non-cook stores that can be customized to fit a multitude of indoor leasing locations, as well as outdoor sites with modification. It is suited for both three-sided and four-sided locales and can be fitted with connecting tables where desired for proprietary seating.

Tossed Franchise Corporation invigorated its concept earlier this year with new exterior signage and an interior makeover that included an updated color scheme and graphics. The new look has been well received by customers and is credited in large part for a major uptick in sales experienced at Tossed locations this year. Franchisees are leveraging the momentum by expanding their offerings to include breakfast, dinner and catering with free delivery.

Founded in 1998, Tossed stores are known for their distinctive menu and extremely loyal following. The stores' cuisine attracts patrons who appreciate lighter, wholesome fare; among the

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signature items are ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings, whole wheat crepe wraps and sandwiches served on artisan bread.

Tossed Franchise Corporation is actively pursuing to open kiosks nationwide. To learn more, contact Tossed Franchise Corporation at 866.314.8677 or <http://www.tossed.com>

About Tossed:

Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Now also offering whole wheat crepe wraps made fresh throughout the day as well as sandwiches, melts, 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.

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