

PRESS CONTACT:
Jill Schmidt
SS|PR
(847) 415-9311
jills@sspr.com

Guest's Lunchtime Favorite Becomes Tossed® 2012 National Salad Contest Winner

*Greg Heller of Boston Enters His Regular Order into Tossed's Fifth Annual Contest
And Comes Up Big; "Tangy Sweet Tuna" to be Offered Nationwide*

FT. LAUDERDALE, FL – (DATE) – Tossed®, home of garden fresh salads, crepe wraps, grilled Panini, gourmet sandwiches and hot soups, today announced that Greg Heller, an investment professional from Boston, is the winner of the Fifth Annual Tossed National Salad Contest. Greg's winning entry, Tangy Sweet Tuna, will be offered as a featured menu item in Tossed® locations across the country for a three-month period beginning July 1, 2012.

Heller's entry is, without a doubt, a time-tested recipe. He has been ordering his unique combination of ingredients for lunch, as many as three times a week, for the past several years. "I wanted something lean, protein-packed and sweet," said Heller. "I looked at Tossed's create your own salad ingredients and started with egg whites and tuna. I added romaine since that's my favorite lettuce, and threw in a few things for sweetness. The combination of ingredients was very tasty, and I've been ordering it ever since."

The result, Tangy Sweet Tuna Salad, is a delicious mix of flavors. It features Tossed® Tuna (a blend of dried cranberries, apples and mayo) with romaine hearts, cucumbers, fresh peppers, egg whites, golden raisins, and fat-free raspberry vinaigrette dressing.

"I usually order my salad online and then go to pick it up. I'm in and out quickly," stated Heller. "When I saw the contest announcement I figured why not enter? So I threw in my 'regular'."

"Greg's entry is proof that you don't have to be a celebrity chef to create a salad masterpiece," said Jason Chodash, President of Tossed Franchise Corporation. "We enjoy seeing our guests discover personal combinations that capture their taste buds. In this case it captured our judges as well. And now, all of America will get a chance to sample Greg's Tangy Sweet Tuna Salad."

Since 2008, the Tossed National Salad Contest has promoted the creativity of Tossed® customers everywhere. The contest is held each May, giving patrons the opportunity to showcase their ideas for exceptional salads to a nationwide audience. Entries, which came in from across the country, are judged by Tossed executives on taste, creativity and visual appeal.

As the 2012 winner, Greg Heller will receive a \$500 gift card. If Tangy Sweet Tuna Salad

- more -

Guest's Lunchtime Favorite Becomes Tossed® 2012 National Salad Contest Winner—Page 2

proves its popularity with guests across the country, it may become a permanent addition to the restaurant chain's menu.

About Tossed:

Tossed is the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed also offers whole wheat crepe wraps, grilled Panini, sandwiches and soups along with an array of breakfast items. Tossed has grown from its original Manhattan location 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 quick casual dining. To learn more about Tossed, go to www.tossed.com.

###