



**News from Rise & Dine™ Restaurants, Inc.**

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**RISE & DINE™ ANNOUNCES NEW LEADERSHIP TEAM AMIDST RECENT GROWTH**

COLUMBUS, OHIO (May 13, 2008) – Rise & Dine™ Restaurants, Inc. has announced that a new executive team is leading the franchise as it readies for a growth spurt. The fast-growing breakfast-lunch chain is opening several new locations nationwide and expanding into new markets.

Rise & Dine™ Restaurants multi-unit franchise owners Michael Stasko and Joe Deavenport have purchased a stake in the company and now share ownership with co-owner Butch Velie. Velie, who has an extensive background in restaurant chain startup and franchising with such companies as G.D. Ritz's, Inc. and Charley's Grilled Subs®, now serves as company CEO and president.

“We’re pleased to add Joe and Michael to our executive team,” Velie said. “Their backgrounds in franchise operations and management complete our expertise and will prove valuable in servicing our individual franchisees.”

Stasko, a Columbus resident who is a partner in Best Restaurant Equipment & Design, Inc. and has three Rise & Dine™ Restaurants, is now the company's chairman. St. Louis-based Deavenport, who owns three Rise & Dine™ Restaurants and has one under construction in his hometown, is assuming the executive vice president and chief operating officer roles.

“We are optimistic about our future,” Velie said. “The breakfast-lunch market is largely underserved and a growth category in the dine-in segment. We currently operate 10 restaurants and expect to open 15 more by year-end.”

In early May, Rise & Dine™ Restaurants signed on three new franchisees in Dallas, Texas; St. George, Utah; and Columbus, Ohio. In April, the company opened a New Albany, Ohio location and just recently sealed a franchise agreement for 10 restaurants in the Houston area. New locations also are opening in Mansfield, Ohio and Arnold, Missouri in May. Other Columbus area locations will open this summer and fall.

The company currently operates restaurants in Ohio, Texas and Missouri and expects to expand into Florida as well as Utah later this year. Projected growth plans for Ohio include 50 restaurants among Columbus, Cincinnati and Cleveland and other cities. The plans also call for 25 Missouri locations and up to 50 Texas locations in the next 10 years.

“We are pleased with the increase in franchisee interest,” Deavenport said. “I attribute the growth to our strong focus on supporting the individual franchisee to help ensure success and to our concept that makes it easy for first-time franchisees to startup.”

Franchises with Rise & Dine™ Restaurants are accessible to both new entrepreneurs and franchise owner/operators. The franchise fee is \$35,000 per restaurant with discounts offered for multi-unit deals.

### **About Rise & Dine™ Restaurants, Inc.**

Rise & Dine™ Restaurants operates 10 locations in three states: Ohio, Texas and Missouri. Four additional locations are scheduled to open soon.

Restaurants are open daily from 6:30 a.m. to 2:30 p.m. and offer a wide variety of breakfast and lunch fare, including signature dishes such as French Toast Crunch, Steak & Eggs and Chicken Salad with Fresh Fruit. The menu also features fruit-filled pastries called “Fruit Blossoms.”

Franchise opportunities are currently available for both first-time owners and existing franchise owner/operators and developers. For more information, visit [www.risedine.com](http://www.risedine.com).

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