



News from Rise & Dine™ Restaurants, Inc.

274 Marconi Boulevard, Suite 260, Columbus, OH 43215-2363

www.risedine.com

Media Contacts:

Julie Hamlin, julieh@burkholderflint.com, 614.228.2425, ext. 103 or 614.571.4805

Butch Velie, butch@risedine.com, 888.303.6230, ext. 6000

RISE & DINE ANNOUNCES EXPANSION INTO NEW AREAS
Franchise innovates product line to fuel continued growth

COLUMBUS, OHIO (August 28, 2008) – Rise & Dine™ Restaurants, Inc. announced today that the fast-growing, breakfast-lunch chain has signed a new area agreement for Central Florida.

The 10-store development agreement extends from Tampa to Orlando and marks the chain's entrance into the Florida market under the new Rise & Dine™ Restaurants franchise name. The development company, which has extensive experience in retail management, is currently recruiting franchisees to service and support the restaurants in Central Florida.

"We are excited to add Florida to our territory and to bring another quality developer to our team," said Butch Velie, Rise & Dine™ Restaurants co-owner and CEO and president. "We are pursuing a national expansion plan, and the Florida market brings excellent opportunities for growth."

On the heels of the agreement, the company also is opening multiple new stores across the country. The new restaurants and their target opening dates include:

- 644 N. State St., Westerville, Ohio, just east of Columbus, Ohio (open as of August 27, 2008)
- 969 North 3050 East #B-6, St. George, Utah (opening September 2008)
- The Woodlands, just north of Houston, Texas (opening October 2008)
- The Woodlands, just north of Houston, Texas (opening November 2008)
- Grove City, Ohio, just south of Columbus, Ohio (opening late November 2008)
- Dallas/Ft. Worth, Texas (opening December 2008)
- Edwardsville, Illinois, just north of St. Louis (opening early 2009)

"To keep pace with our growth, new product innovation is an important corporate focus," Velie said. "We are always looking for new dishes to keep our menu fresh and to offer more seasonal selections that will appeal to our growing customer base."

--more--

In early September, Rise & Dine™ Restaurants will introduce three new signature dishes. These dishes will include Stuffed Biscuits & Gravy, Turkey Philly and the Tex-Mex Omelette. In the fall, the company also will launch its own unique twist on a popular dessert for breakfast with Banana's Fosters Pancakes.

About Rise & Dine™ Restaurants, Inc.

Rise & Dine™ Restaurants operates 10 locations in three states: Ohio, Texas and Missouri. Ten 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." In addition, the restaurants offer take out, catering and special event hosting.

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

###