



News from Rise & Dine™ Restaurants, Inc.

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BREAKFAST-LUNCH CHAIN BRINGS NEW RESTAURANT TO HOUSTON AREA

First of 10 new Rise & Dine™ Restaurants planned for Houston area opens in The Woodlands

COLUMBUS, OHIO (January 16, 2009) – The fast-growing, breakfast-lunch chain Rise & Dine™ Restaurants, Inc. announced today that a new restaurant has opened in The Woodlands, just north of Houston, Texas.

“Houston is a fertile market for our concept,” Joe Deavenport, Rise & Dine™ Restaurants co-owner and COO, said. “The Woodlands restaurant marks our first location in the Houston area and is one of only two breakfast restaurants available in The Woodlands area.”

Located in The Woodlands at 3707 College Park Drive, Suite 100, the new restaurant opened on January 13, 2009. The franchise owner is Foresta Group, LLC, led by Emilio Guzman.

“I was attracted to Rise & Dine™ Restaurants, because the franchise offers a ground-floor opportunity with an impressive financial performance and attractive work-life balance,” said Guzman. “In the coming months, we will open additional restaurants throughout Houston as well as a second Woodlands location at 800 McBethway, Suite 1000.”

Guzman, who has a background in marketing and finance, signed an area agreement with Rise & Dine™ Restaurants in early 2008 to develop 10 restaurants throughout the Houston metropolitan area. Guzman decided to open the first two Rise & Dine™ restaurants in his own backyard, since he and his family reside in The Woodlands.

“I wanted to offer a fresh, wholesome approach to breakfast and lunchtime meal periods at a moderate price,” Guzman said. “I think Houston customers will appreciate the warm atmosphere and fresh food.”

Currently, the College Park restaurant totals 3,500 square feet and seats approximately 128 people with additional seating for 28 on an outdoor patio area. The indoor décor features banana cream-colored walls, pine wainscoting, natural light and local landscape art décor. Patrons can sit at the counter and watch the morning news on a flat-screen television, or they can be served at tables and booths. Take-out, catering and special event hosting also are available. The restaurant telephone number is (936) 273-5575, fax (936) 273-5579. The Rise & Dine™ in The Woodlands is a proud supporter of the Houston Area YMCA.

“Our restaurants offer a very comfortable, welcoming atmosphere,” Deavenport said. “The ambiance is comfortable and understated. We strive to make our restaurants a neighborhood destination for fresh, whole-some food and friendly service.”

The menu features Rise & Dine™ Restaurants specialties, such as French Toast Crunch, Fruit Blossoms, three-egg omelettes and Stuffed Biscuits and Gravy. The menu also includes a quiche of the day, Black Angus® burgers, wraps, soups, salads and fresh fruit. Seasonal favorites, such as Banana’s Fosters Pancakes and the Turkey Philly Sandwich, also are available.

About Rise & Dine™ Restaurants, Inc.

Rise & Dine™ Restaurants operates 14 locations in four states: Ohio, Texas, Utah and Missouri. Six 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.

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