



**FOR IMMEDIATE RELEASE**

**Contact:** Lauren McGowen  
404-705-4409  
[lmcgowen@focusbrands.com](mailto:lmcgowen@focusbrands.com)

**Sixth Annual Cinco de Moe's Means Cinco Weeks of Celebration**

*- The nation's favorite neighborhood burrito place offers five weeks of fun from now until May 5 -*

**ATLANTA, Ga. (April 1, 2008)** – Moe's Southwest Grill®, the neighborhood burrito place offering flavorful southwest fare with a healthy twist, is bringing back its annual Cinco de Moe's tradition for the sixth year in a row to celebrate burrito independence from April 1 to May 5 at all 383 locations nationwide.

To celebrate the freedom to create burritos as unique as the consumers who devour them, Moe's is declaring all Mondays from April 7 to May 5 "Cinco de Moe's Monday". Moe's locations nationwide will be offering consumers a burrito, chips and a drink for a special price on Mondays this month.

"Cinco de Moe's Monday is a great way for consumers to try some of the fresh ingredients they don't normally try like fresh jalapenos, cucumbers, peppers, onions, or our freshly made guacamole or pico de gallo," explains Sara Riggsby, director of marketing for Moe's Southwest Grill. "It's easy to order your burrito the same way every time, but Cinco de Moe's Monday is perfect for those bold enough to try new flavors and humble enough to keep coming back for more."

The month-long celebration culminates on May 5 where Moe's offers a family-friendly environment for kids under 12 to enjoy a Moo Moo Mr. Cow Burrito, Power Wagon taco or Mini Masterpiece quesadilla off the kids menu and for adults to enjoy a Moe-rita or cold beer with one of their southwest favorites.

Additionally, during the month of April, Moe's is reminding consumers that they offer a variety of catering options to complete the ultimate Cinco de Moe's party. Moe's fajita bar serves from 10 to 10,000 people and comes complete with a choice of chicken, steak, ground beef, tofu, guacamole, sour cream, peppers, onions, cheese, pico de gallo, shredded lettuce, tortillas, chips and salsa.

Moe's Southwest Grill, a 2007 Top Ten Growth Chain according to *Restaurant Hospitality* and *Technomic*, is well poised to reach its impressive goal of signing 100 new deals and opening 75 new restaurants by the end of 2008 following its recent acquisition by FOCUS Brands,® Inc.

For information about franchise opportunities, catering options and a complete list of locations visit [WWW.MOES.COM](http://WWW.MOES.COM).

**About Moe's Southwest Grill**

Moe's Southwest Grill is the neighborhood burrito place offering flavorful Southwestern fare with a healthy twist. With well over 300 locations across the country, Moe's Southwest Grill serves only the freshest ingredients prepared right before your eyes, including the Homewrecker burrito, the Billy Barou nachos, and the Close Talker salad, in a fun and welcoming atmosphere. Founded in 2000, Atlanta-based Moe's Southwest Grill is ranked the #1 fast-casual chain based on change in system-wide sales according to QSR Magazine and the #2 fast-casual chain under 300 units in 2006. For more information, visit [www.moes.com](http://www.moes.com).

**About FOCUS Brands Inc.®**

FOCUS Brands Inc.® is the franchisor and operator of over 2,100 ice cream stores, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and numerous foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#) and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

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