



For Immediate Release

Media Contact:

Heather Graham
404-214-0722 x103
hgraham@trevelinokeller.com

**Raving Brands Sets Plans in Motion to Go Global
Leads with Moe's Southwest Grill 40-Store Development Deal in Canada**
Burrit-O-Canada: "Welcome to Moe's!"

ATLANTA (March 12, 2007) – “Welcome to Moe's!” may soon be everyone's three favorite words *north* of the border as Raving Brands announces plans to bring its flagship concept, Moe's Southwest Grill, to Canada. Raving Brands has entered into a 40-store development deal with Canadian partner True North Brands, Inc., representing Raving Brands' move to an international playing field, the first in what the company believes will be a series of deals to come in 2007. For Moe's Southwest Grill, it also marks the first partnership with an area developer.

“Our move outside of America is the first step in a bigger global strategy for Raving Brands to establish those concepts which we feel will resonate as global brands. We are leading with Moe's, which has been well-received in America, because the fresh, high-quality fare and speed of service are ideal for an active lifestyle,” explains Stephen M. LaMastra, president and chief operating officer of Raving Brands. “With a new and expanded infrastructure in place across real estate, sales, operations, marketing and training, we are in a solid position to focus and accelerate our growth, domestically and internationally.”

Moe's has been one of the fastest growing restaurant concepts in the U.S., propelled largely by an ever-growing legion of fans who love Moe's signature burritos, and by a diverse and successful group of franchisees who have helped to build a true break-through brand. Founded in Atlanta, Georgia, in 2000, Moe's Southwest Grill ranked sixth in *Fast Casual* magazine's Top 100 “Movers and Shakers,” #11 in *Inc.* magazine's 2005 Top 500 fastest-growing private companies and was a 2004 *Nation's Restaurant News* “Hot Concepts!” award winner.

Toronto, Ontario-based True North Brands is a privately held company that seeks to develop successful American restaurants in Canada to meet the needs and tastes of Canadian consumers through the area developer model of a proven franchise system. Company officials say that the quality of Moe's food and its consumer experience, coupled with the unique Raving Brands franchise system, made Moe's their first choice for franchising in Canada.

"There is very little in the fast-casual southwestern segment in Canada, so we believe consumers are really going to embrace the Moe's concept," explains True North Brands cofounder Shane Silver. "We looked at a lot of concepts and brands and found that Moe's had the best food, strong proof of concept and the most efficient franchising system. We believe Moe's is going to thrive here."

Moe's menu features fresh southwestern fare including tacos, quesadillas, salads, nachos and its famous, signature burritos. Consumers can customize any menu item with a choice of chicken, steak, ground beef, fish or tofu. All items are created to order in front of the consumer and served fresh.

"Moe's is much more than a great place to eat – it's friendly, fun, and consumers embrace the enthusiastic "Welcome to Moe's!" greeting, the fun and funky menu names – like the Homewrecker burrito or the Closetalker salad – and the fresh, flavorful food customized to their liking," emphasizes Matt Andrew, senior vice president and brand leader of Moe's Southwest Grill.

Typically, Moe's Southwest Grill sells franchises directly to franchisees; however, in Canada True North Brands will be an area developer responsible for developing and selling the franchise restaurants to unit operators. The company plans to open its first Moe's restaurant in the Toronto area in spring 2007, with the remaining 39 units to be built in the Province of Ontario over the next several years.

"We see a great advantage to entering a partnership with True North Brands for development of our first international units, because it is a Canadian firm that has a good understanding of Canadian business, real estate and consumers," notes Andrew. "This will also be a good opportunity for us to evaluate the area developer business model and determine if it can provide strategic advantages in other markets as well."

Moe's Southwest Grill is a leader in a growing category known as 'fast casual' restaurants. Fast casual, one of the fastest growing segments in the restaurant industry, serve food quickly but are a step up from typical 'quick serve' with offerings that are always fresh, made to order, and higher quality.

About Raving Brands

Founded in 2000, Raving Brands is a multi-concept franchise portfolio company with nine unique concepts including Moe's Southwest Grill, Shane's Rib Shack and Planet Smoothie. Raving Brands ranked #1 in Fast Casual magazine's 2005 "Top 100 Movers and Shakers," with its flagship concept Moe's Southwest Grill, ranking #6. Moe's is also a 2005 Inc. magazine Top 25 Company and was a Nation's Restaurant News' 2004 Hot Concepts! award winner. Collectively, Raving Brands expects to operate more than 1,000 locations of its concepts nationwide by 2009. For additional information on the company, visit www.ravingbrands.com.

About Moe's Southwest Grill

Moe's Southwest Grill offers fun, fresh Southwest cuisine with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 800 franchise units signed for 38 states. Moe's Southwest Grill ranks number 11 in Inc. Magazine's 2005 Top 500 ranking of the fastest-growing private companies and was presented with the 2004 "Hot Concepts!" award presented by Equal® and Nation's Restaurant News. Moe's Southwest Grill is part of Atlanta-based Raving Brands, a multi-brand restaurant franchise company. For more information, visit www.moes.com.

About True North Brands

Established in 2006, True North Brands is a privately-held company that secures the rights to successful U.S.-based restaurant concepts and franchises these concepts across Canada. True North Brands carefully seeks out restaurant concepts which deliver new tastes and experiences to the Canadian consumer. For additional information on the True North Brands, contact Shane Silver at ssilver@truenorthbrands.com

###