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Contact: Lauren McGowen
404-705-4409
lmcgowen@focusbrands.com

Moe's Launches New Grain-fed Pulled Pork

- Pulled Pork is now the sixth protein option on the Moe's menu -

ATLANTA, Ga. (September 3, 2008) – Grain-fed pulled pork is joining marinated grilled chicken, steak, tofu, ground beef and fish to become the sixth protein option at Moe's Southwest Grill. The new pulled pork is now a permanent item on the menu and is available at all Moe's locations nationwide.

Although it is called "pulled" pork, there is no "pulling" necessary. After cooking eight to ten hours, the product is so tender it easily falls apart with a fork. Knowing that quality and flavor are important to Moe's consumers, Moe's wanted to introduce a high quality grain-fed product prepared in a green chile marinade. Green chiles, being indigenous to the southwest, are an ideal flavor profile to introduce.

"After one and a half years of researching, testing and perfecting the new pulled pork, we feel confident that our pork is an incredible product," explains Daniel Barash, director of research and development for Moe's. "In fact, customers who tried the pork during a market test rated it high in flavor, appearance, moisture and value."

Although the pork is featured in Moe's famous Homewrecker burrito in advertisements, it can be added to any menu item.

About Moe's Southwest Grill®

Moe's Southwest Grill is the neighborhood burrito place offering flavorful Southwestern fare with a healthy twist. With 400 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.

About FOCUS Brands Inc.®

FOCUS Brands Inc.® is the franchisor and operator of over 2,200 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 certain military bases and in international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit www.focusbrands.com to learn more.

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