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Moe's Opens 400th Location in Plant City, Fla.
- Fast growing southwest concept approaches national chain status -

ATLANTA, Ga. (August 25, 2008) – Less than eight years ago Moe's Southwest Grill opened its doors and "Welcome to Moe's" was heard for the very first time. On August 28 the concept that has been recognized as one of the fastest growing in its segment with locations in 34 states and in Canada opens its 400th location in Plant City, Fla.

The aggressive growth plan that includes opening 52 locations this year is a result of the Strategic Integrated Mapping and Modeling System (SIMMS) that helps Moe's identify the markets with the greatest potential for success.

"The 400th location marks our entry into the big leagues," explains Paul Damico, president of Moe's Southwest Grill. "The cost of entry to play with the larger chains includes proficiencies in areas like real estate, marketing, operational support and research and development. In the past year we have made great strides in all of these areas leaving us right where we need to be to continue steady strategic growth."

Located at 2304 James Redman Pkwy, the Plant City Moe's will be the eighth location for local owners Tony Friel and Ken Franklin. With plans to open three more locations in South Florida this year and a total of 15 over the next five years, Moe's is showing no signs of slowing down.

"Excellent operators like Tony Friel and Ken Franklin who have a passion for customer and community service and are dedicated to growth are critical to Moe's success," explains Damico. "We are thrilled that they are bringing the 400th location to Moe's fans in Plant City."

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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