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Moe's Southwest Grill Cools Fans off with the Ultimate Summer Splash for Cash Peel and Reveal Game

ATLANTA (August 1, 2007) – Moe's Southwest Grill, the fast-casual restaurant known for its fresh and healthy southwest flavors is diving into summer and cooling off its ravenous burrito fans with the ultimate summer promotional wave – the Summer Splash for Cash Peel and Reveal Game. Moe's will be giving away a total of 40,470 super-cool prizes throughout the summer, including Nintendo Wii™, iPod® nanos, Ticketmaster® gift cards, music downloads and more!

Through September 1, consumers that purchase a large Moe-size drink with a peel and win game label from any participating Moe's location will have the chance to win fun prizes instantly and details on how to win \$25,000. Interested consumers not able to obtain a game label can write in for one or register online for a chance to win \$25,000. See Official Rules at www.moes.com.

"We are always looking for ways to connect with our consumers and customize their Moe's experience," said Sara Riggsby, senior director of marketing for Moe's Southwest Grill.

"The Moe's Peel and Reveal game is fun and light-hearted and allows us to reward our consumers while still embracing the spirit of Moe's."

About Moe's Southwest Grill

Moe's Southwest Grill is the neighborhood burrito place offering fun, fresh Southwest flavors with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 500 franchise deals signed and more than 350 operating throughout 36 states. 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. Moe's is currently placed as the fifth fastest-growing chain in the U.S. by Technomic. For more information, visit www.moes.com.

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