



FOR IMMEDIATE RELEASE

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Become a Virtual Burrito Making Master to Win Prizes from Moe's

*- Moe's Southwest Grill launches Passport to Adventure online summer sweepstakes
& in-store promotion -*

ATLANTA, Ga. (June 16, 2008) – The tortilla steamer steams impatiently while you attempt to make the perfect burrito as fast as possible – chicken, beans, rice, cheese, lettuce, sour cream – the line grows longer then suddenly, game over flashes on your computer screen -- and you're late to your next meeting. This is the destiny of Moe's Southwest Grill® fans nationwide as Moe's Passport to Adventure sweepstakes hits www.moes.com and presents a game where guests can build a virtual burrito for a chance to win grand prizes including a VIP package on Lynyrd Skynyrd's 2009 Simple Man Cruise, a VIP concert package to 3 Doors Down or a vacation package for four to Orlando Resort Theme Parks from now until August 31.

Moe's is no stranger to online games and sweepstakes. This year they are offering unique grand prizes that speak to Moe's love for music and adventure. When guests visit www.moes.com and register for the Moe's Passport to Adventure, they can instantly win Moe's gift cards or airfare, and they are also automatically entered to win one of the sweepstakes grand prizes.

"This is the third online sweepstakes we have done at Moe's," explains Sara Riggsby, director of marketing. "Historically we have been successful in reaching our young professional and 18 to 24 demographic; however, this time we are taking it a step further by offering prizes linked to a memorable experience for these adventure-seeking young adults."

The promotion ventures beyond cyber space and into Moe's locations nationwide all summer. Consumers can travel through the Moe's menu at any of Moe's 388 locations in 34 states and when they purchase a combo or make-it-meal, they receive a stamp in their Passport to Adventure. Make five "trips" to the combo menu and win a limited edition Moe's vintage t-shirt, Fidel hat or five free music downloads.

Both the in-store and the online promotion last until August 31.

About Moe's Southwest Grill®

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