



Media Contact:

Robin Ray
404-367-2764
reray@golinharris.com

**That's a Rap: Four Rappers Win Burritos for Life in Moe's Southwest Grill's
Video Nation Contest**

Restaurant Builds Upon National Marketing Campaign with Online Community

ATLANTA (April 13, 2007) –Burrito aficionados "Notorious M.O.E. and Nacho Daddy," wrapped up the grand prize of burritos for life in Moe's Southwest Grill's Video Nation contest. Launched July 2006 as an extension of Moe's national branding campaign, Moe's Video Nation contest was developed to rally 18- to 25-year-old consumers behind the campaign's theme of a Moe's Burrito in Every Hand.

Moe's online video community invited fans to upload their own take on the campaign using Moe's branded materials and sound files that included the signature "Welcome to Moe's" along with the sizzle of fresh ingredients hitting the grill. From there Moe's fans, much like in the restaurant, were able to customize their Moe's experience anyway they wanted.

"The Video Nation contest was a great platform for us to connect with Moe's biggest fans beyond in-store interaction and give them the opportunity to express their definition of our brand and its offerings in a way that is genuine and contagious," explains Matt Andrew, brand leader for Moe's Southwest Grill. "We like this grass-roots approach to marketing because it allowed our consumers to interact and drive the content about our brand."

Galloway, N.J., natives Michael Squitieri, Kevin Schwoer, Michael Goldstein and Steve Schurtz were rewarded for their three days of digital labor with burritos for life -- a free burrito a week for the next 55 years, which translates into 2,860 burritos for an approximate retail value of more than \$17,000. Their prize-winning entry shot on-location at their local Moe's restaurant has received more than 11,000 views on the website and in April their winning video will take center stage on moes.com.

"At home I like to go to Moe's once week if I'm lucky but usually once every two weeks. We make videos all the time, so this was a match made in heaven," said Mike Squitieri, a 19-year-old acting major at Emerson College.

While Moe's already has a presence in 36 states, the Video Nation contest proved to be an effective marketing tool for reaching not only raving Moe's fans but also to increase brand awareness for those who are not as familiar with the concept just yet. Through a collegiate outreach program to Advertising, Theatre, Communications and Liberal Arts programs Moe's effectively extended its brand outside of their stores turning customers into brand advocates.

"The one thing all of the videos had in common was the underlying spirit of Moe's," Andrew said. "As we continue to build the brand in the U.S. and have recently extended into international markets it is very rewarding to see that our customers recognize and embrace the unique qualities of the Moe's experience and food."

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About Moe's Southwest Grill

Moe's Southwest Grill is a neighborhood burrito place offering fun, fresh Southwest flavors with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 800 franchise units signed and more than 345 operating throughout 36 states. Moe's Southwest Grill ranks number 2 in Technomic's 2006 Top 500 Fastest Growing Chains and number 11 in Inc. Magazine's 2005 Top 500 ranking of the fastest-growing private companies. For more information, visit www.moes.com.