



FOR IMMEDIATE RELEASE

Jennifer Dempsey, FOCUS Brands
404-705-2046, jdempsey@focusbrands.com

Moe's Southwest Grill® Names Paul Damico as Brand President

- Foodservice Veteran Joins FOCUS Brands® to Lead Fast Growth Chain -

ATLANTA, Ga. (May 6, 2008) – FOCUS Brands® announced today that Paul Damico has been named brand president of Moe's Southwest Grill®, the fast growing fast-casual restaurant best known for its flavorful Southwestern fare served in a vibrant and inviting atmosphere.

Since acquiring the brand in August 2007, FOCUS Brands President and CEO Steve Romaniello has been leading the Moe's® brand while seeking the right leader to grow the concept to the next level. With plans to open 75 new Moe's locations in 2008, the FOCUS Brands executive team, with the help of a nationwide executive search firm, underwent a rigorous interview process with numerous candidates and carefully selected the brand's new president.

"We were looking for the sort of leader whose experience reflected a strategic and long term approach to operations and a sound grasp of concept development," said Romaniello. "Paul's extensive operational background and ability to lead people makes him ideal in this role, and we are thrilled to have him on board."

Damico joins Moe's from SSP America, formerly known as Creative Host Services, Inc., where he was the chief operating officer responsible for the operations of 42 airport properties in North America, Canada and the Caribbean for this 170 unit restaurant concessions company. Prior to that Damico was co-founder and vice president of operations and concept development for FoodBrand, LLC, a leading foodservice operator focused on restaurants and food courts. Damico spent 13 years in various roles with Host Marriott Service Corporation prior to joining FoodBrand.

"The Moe's concept is unique and compelling and has an extremely dedicated consumer following," commented Damico. "I am looking forward to growing this brand while making operational adjustments as needed along the way to make this brand not only a consumer favorite, but a sustainable model for our franchisees as well."

About Moe's Southwest Grill

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

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 military bases and in certain 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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