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Tossed[®] Signs Franchise Agreement For Five New Boston Locations

Former Wall Street Trader Goes from Customer to Business Owner; Love of Restaurant's Unique Made-to-Order Gourmet Salads Drives Expansion Plans Throughout Greater Boston

FT. LAUDERDALE, FL – (DATE) – Tossed[®], home of garden fresh salads, crepe wraps and sandwiches, today announced that it has signed a franchise agreement authorizing the development of five new Tossed locations throughout Boston, Massachusetts. The agreement with new franchisee Brian Hanseth will significantly increase Tossed's presence in Boston, one of its first and most loyal markets.

Tossed has signed franchise development agreements in Washington DC and California in the past year, turning it into a coast-to-coast operation. The chain will also expand outside the U.S. for the first time this summer with the opening of a Canadian location in Vancouver, British Columbia.

Hanseth, Tossed's new Boston franchisee, is an MBA graduate of New York University and veteran equities trader who was introduced to Tossed during his years on Wall Street. "I learned about Tossed from eating at the Park Avenue restaurant when I lived in New York several years back," he explained. "When my wife and I moved to Boston in 2009 to start our family, I went to work in Boston's financial district. I simply couldn't find what we had in New York City."

Known for its distinctive menu and modern, fast casual ambience, Tossed appeals to those who appreciate lighter, wholesome fare; among its well-known items are ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings, crepe wraps made with homemade, fat-free, whole wheat crepes; sandwiches served on artisan bread; and gluten-free options. Tossed promotes an "Eat Smart, Think Fresh" philosophy.

"Tossed is such an exciting opportunity for me because I truly love the food," Hanseth continued. "I'm looking forward to becoming part of the Tossed team and meeting the needs of such a health conscious city as Boston."

Tossed has been a part of the Boston restaurant scene since 2007 when it opened its first franchise in the Shops at the Prudential Center. The location continues to be one of the chain's most successful.

"Boston is a premier city for Tossed. People in Boston love our menu, our fast casual ambience, and our healthy eating philosophy," said Eric Schmidt, CEO of Tossed. "As our newest franchisee, Brian believes deeply in our product as well. His passion for the concept, combined with his financial

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background and his business training, should make him an excellent partner for our growth in the Northeast.”

Location scouting is currently underway for Hanseth’s first location, with plans calling for a grand opening by the end of the year.

About Tossed:

Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Now also offering whole wheat crepe wraps made fresh throughout the day as well as sandwiches, paninis, soups and smoothies, Tossed has grown from its original location on Manhattan’s Park Avenue to include restaurants across the United States. Tossed Franchise Corporation, based in Fort Lauderdale, Florida, offers franchises to companies and individuals interested in one of the freshest, most exciting concepts in fast casual dining. To learn more about Tossed, go to www.tossed.com.

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