



For Immediate Release

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Fast Casual Tossed Signs 30+ Unit Deal for Southern CA

Leader in Garden Fresh Salads, Crepe Wraps & Sandwiches Coming to Orange County

Fort Lauderdale, Florida, August 17, 2010— Tossed®, a fast casual chain known for its garden fresh salads, crepe wraps and sandwiches, has signed a major deal for a 30+ unit master franchise in Orange County, CA. Fransmart Director of Development Mike LaRue will be developing the territory with a group of partners. Fransmart and Tossed recently partnered for a major franchise expansion effort focused on both domestic and international unit growth. Tossed currently has 6 restaurants open in New York City, NY, Boston, MA, Franklin, TN, Morrisville, NC, Houston, TX and Scottsdale, AZ.

The franchisees plan to develop at least 30 new Tossed restaurants over the next ten years, with both franchised and sub-franchised locations.

Says LaRue, "I have worked with numerous concepts at Fransmart, but none I wanted to invest in more than Tossed. The timing, opportunity and most of all unit economics at Tossed made my group want as large of a territory as we could get. The brand has been around since 1998 and their leadership team is comprised of seasoned restaurant industry professionals. A concept like Tossed is lacking in Orange County - fresher, healthier and more convenient. With the current economy in Orange County, there are a lot of great real estate opportunities, and I want to take advantage of that. You can't find this kind of premium food at a better price point anywhere else."

Founded in 1998, Tossed stores are known for their distinctive menu and extremely loyal fan base. The stores' cuisine attracts patrons who appreciate lighter, wholesome fare; among the signature items are ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings, wraps made with homemade, fat-free, whole wheat crepes, sandwiches served on artisan bread, and a specialized gluten-free menu. Tossed promotes an "Eat Smart, Think Fresh" philosophy.

Tossed CEO and President Eric Schmitt said, "Orange County is the second largest county in California, and the sixth most populous county in the US. It is the ideal market for expansion of the Tossed concept. We foresee great success with both our traditional fast casual footprint and non-traditional kiosk model that is perfect for the many shopping malls dotting the county. Orange County is also the home of many Fortune 500 companies, so we are anticipating a huge opportunity for catering to drive sales for our new franchise group." Schmitt is a franchise industry veteran with experience growing chains such as Marco's Pizza and Atlanta Bread.

Tossed recently unveiled a new exterior signage and interior makeover enhancement that will be showcased at all new Orange County locations. Additionally, the company recently launched a new website with new food photography, “Design Your Own Salad” nutritional information, links for connecting via social media platforms, and a new online ordering system.

Traditional fast casual Tossed restaurants average 1,400 to 1,600 square feet and feature a contemporary interior design package with a non-cook kitchen. Tossed recently unveiled a new freestanding kiosk version of its restaurant concept that averages 250 square feet and is ideal for non-traditional sites like malls, airports, office buildings and college campuses.

About Tossed:

Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. The New York Post called Tossed “the granddaddy of the salad movement” and New York Magazine named Tossed “New York’s Best Salad.” Tossed also features whole wheat crepe wraps made fresh throughout the day as well as sandwiches, melts, soups and smoothies. Tossed has grown from its original location on Manhattan’s Park Avenue to include restaurants across the United States.

To learn more about franchising with Tossed, go to www.tossed.com or call Fransmart at (949) 222-5600