

For Immediate Release

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Tossed Signs 20+ Unit Franchise Deal for Washington, DC Metro

Leader in Fresh Gourmet Salads, Crepe Wraps & Sandwiches Coming to Nation's Capital

Fort Lauderdale, Florida, November 9, 2010— Tossed®, a fast casual chain known for its gourmet fresh salads, crepe wraps and sandwiches, has signed a major deal for a 20+ unit master franchise for the Washington, DC Metro Area. Developer Ryan Durishin will be developing both franchised and sub-franchised locations in Washington, DC, Northern Virginia, and Baltimore and Montgomery Counties in Maryland.

Durishin, a local entrepreneur with a background in professional sports marketing and hospitality sales, was introduced to the Tossed concept by leading franchise development company, Fransmart. Durishin had recently acted as a consultant for Fransmart, and has since joined the company full time while he builds his Tossed franchise business.

“Consulting for Fransmart gave me the opportunity to examine several different restaurant franchises from the inside out. At the end of the day, I was drawn to Tossed because the food is so unusually good and I believe Tossed will compete well in the Washington, DC area. Equally important was the unit economics of Tossed and how they are able to get the volumes they do from a modest investment compared to most fast casual concepts. I have invested in a large territory, because I am confident Tossed is the right concept for the DC Metro Area. Tossed is already thriving in competitive Mid-Atlantic markets like New York City and Boston, so I’m excited to build off the brand momentum already established in the region. Tossed offers premium quality, chef designed salads, house-made crepe wraps and sandwiches at a reasonable price point for health-conscious, on-the-go consumers. I will be scouting high traffic real estate sites in the DC Metro area to identify our first flagship restaurant location,” said Durishin.

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 had this to say, “Ryan is a natural fit for Tossed – young, energetic and health conscience. Living and breathing the concept along with knowing the real estate is very helpful when expanding a territory. Ryan resides in Northern Virginia and has a tremendous Rolodex of industry contacts. We are very excited about the partnership and bringing Tossed to the area.” 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 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