



Tossed promotes A. Michael Toroyan to COO

June 27, 2012

Tossed has announced the promotion of chief development officer A. Michael Toroyan (A.T.) to the additional position of chief operating officer. Toroyan, who also joins the company's board of directors, effective immediately, will broaden his duties to help shape both the day-to-day and overall strategic direction at Tossed.

Toroyan is a veteran of restaurant operations and consulting who became associated with Tossed Franchise Corporation slightly more than a year ago.

"A.T. has proven to be an exceptional executive with a broad skill set and unparalleled drive. I believe that with his added vision, our company will reach levels of success that will further benefit the entire Tossed family," said Eric Schmitt, CEO, Tossed Franchise Corporation. "His new role at Tossed will allow us to continue to make great strides."

Prior to his hiring at Tossed, Toroyan was a consultant to Pei Wei Asian Diner, Outback Steakhouse, Sweet Tomatoes, Red Robin Fine Burgers, Wendy's, Carrabba's Italian Grill and many others, as well as a managing partner in numerous restaurants. He also served as a vice president of leasing and director of legal for a Florida retail developer. Toroyan holds a Bachelor of Arts degree in operations management from Michigan State University, and a Juris Doctorate from the University of Detroit School of Law.

In other Tossed news, Boston resident Greg Heller became the company's fifth annual salad contest winner.

Heller's winning entry, Tangy Sweet Tuna, will be offered as a featured menu item in Tossed locations for a three-month period beginning July 1.

Heller's entry features Tossed tuna salad (a blend of dried cranberries, apples and mayo) with romaine hearts, cucumbers, fresh peppers, egg whites, golden raisins, and fat-free raspberry vinaigrette dressing.

As the 2012 winner, Greg Heller will receive a \$500 gift card.