

CONSUMER CAPITAL PARTNERS INVESTS \$15 MILLION IN SMASHBURGER

Smashburger development company created to focus on rapid growth.

DENVER, CO. – 29 April 2008 – Richard E. Schaden, founder and chairman of Quiznos and Consumer Capital Partners, announces a \$15 million investment into Smashburger Development Company to support its planned rapid national expansion. Smashburger, formed in mid 2007 by Consumer Capital Partners, is an innovative fast casual “better burger” restaurant concept featuring “the best burgers you ever tasted.

Rick Schaden said, “Consumer research and our results suggest burgers are back! There is a substantial unmet demand for great-tasting burgers made with fresh, quality ingredients. We created Smashburger to meet that demand, and burger lovers have responded in large numbers.”

“Our Smashburger locations in the Denver area have exceeded our expectations, and developed a ‘buzz’ among burger aficionados,” said David Prokupek, managing partner and Chief Investment Officer. As a result, Consumer Capital Partners plans to expand to 15 - 20 locations in four new markets in 2008. The near term business plan calls for the development of 500 restaurants in 30 markets corporately and through a limited number of highly qualified joint venture and franchise partners.

“The Smashburger concept is the ultimate option for people looking for a better burger place,” said Tom Ryan, managing partner and chief concept officer for Consumer Capital Partners. “From our cooked to order certified Angus steak burgers, smashed on the grill to seal in the flavor, to our signature sides and Häagen-Dazs shakes, Smashburger stands alone in taste and quality.”

In 2007, Colorado’s *5280 Magazine* feature on Smashburger says of the classic Smashburger “...the sizzling trifecta comes together for a bite that’s simultaneously buttery, meaty, cheesy and deeply satisfying.” Most recently, Westword’s Best of Denver, voted Smashburger two awards – Best Locally Based Chain and Best Strip-Mall Burger.

About Consumer Capital Partners

Headquartered in Denver, Consumer Capital Partners is an innovative private investment, concept development and strategic advisory firm focused on multi-unit retail businesses, primarily in the restaurant, liquor, food and leisure industries. Consumer Capital Partners principals have extensive backgrounds in the fields of private equity, brand, concept and product development, and strategic consulting.

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