



smash. sizzle. savor.

SMASHBURGER BRINGS A BETTER BURGER TO THE BURGER LOVERS OF FORT COLLINS

Innovative Better Burger Concept Opens Sixth Store, Expands Beyond Denver

Denver, CO – 24 September 2008 – Consistently ranked one of the best places in the country to live and work, Ft. Collins is about to gain another notch on its belt as it becomes home to the first [Smashburger](#) expansion outside of Denver. [Smashburger](#), a fast casual “better burger” concept launched by private equity and concept development firm [Consumer Capital Partners](#) (CCP), will open its sixth location at the Pads on Harmony, located at 2550 East Harmony on September 26, 2008. This latest Smashburger will be one of eight the Company plans to open in Colorado by the end of the year. 2008 expansion plans also include bringing a better burger to Texas and Kansas for a total of 12-15 stores open by the end of the year.

“Ft. Collins burger lovers will undoubtedly connect with our 100 percent angus beef Smashburgers, unique sides like the veggie frites and haystack onions, as well as our premium Haagen-Dazs shakes,” said Tom Ryan, Founder of Smashburger and Chief Concept Officer of CCP. “Our new fans in Ft. Collins will also have an opportunity to try some of our latest offerings like griddle-seared Smashdogs made with Hebrew National™ all-beef hot dogs and tender, crispy Smashfries tossed with rosemary, olive oil, garlic and herbs.”

The grand opening festivities at the store on Saturday, September 27 will include a set by local Ft. Collins music act Observatory, who submitted a home video as part of Smashburger’s contest to choose a local band to perform their own “smash hit” for the opening. The band was chosen from several excellent submissions from some of Ft. Collins’ best and brightest local musicians (for more details, please visit <http://www.mysmashburger.com/ftcollinssmash>).

“Ft. Collins represents an entirely new market for Smashburger and an opportunity to take the brand beyond the borders of our home town of Denver as we prepare for significant national expansion,” said Scott Crane, President of Smashburger. “We define success as being every

neighborhood's favorite burger, and we look forward to earning that level of respect from the citizens of Ft. Collins."

"We are happy to see that Smashburger has recognized Fort Collins as a place to open its newest restaurant," said Mike Freeman, Chief Financial Officer for the City of Fort Collins.

"Smashburger is adding to the excitement of new retailers and restaurants along the Harmony Road corridor."

The approximately 1,900 square foot store features large picture windows for plenty of light and of course it is branded with the Smashburger mantra: "smash.sizzle.savor." In addition, it has a very attractive patio area with seating for more than 30 that overlooks the Pads at Harmony courtyard. The new store will employ approximately 20-25 of the most talented fast casual employees in the industry.

About Smashburger

Headquartered in Denver, Colo., [Smashburger](#) is an innovative fast casual restaurant concept featuring "the best burgers you ever tasted." Developed and owned by private equity and concept development firm [Consumer Capital Partners](#), Smashburger intends to expand to 12-15 restaurants by the end of 2008 and ultimately will grow to 500 locations in 30 markets. There are currently five restaurants located in the Denver area and one in Ft. Collins. If you crave a better burger, keep watching for Smashburger--coming to your community soon! To learn more about building a better burger, please visit <http://www.mysmashburger.com>.

About Consumer Capital Partners

Headquartered in Denver, Colo., [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 has deep experience in the fields of private equity, brand, concept and product development, and strategic consulting. To learn more about Consumer Capital Partners, please visit <http://www.consumercp.com>.

Media Contact

Joe Hodas
Consumer Capital Partners
(303) 592-3849
jhodas@consumercp.com

####