



smash. sizzle. savor.

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Media Contact: Grace Markley

917-549-3246, pr@consumercp.com

Finally, a Better Burger Comes to Colorado Springs

Colorado's own Smashburger to open its first store in Southern Colorado

DENVER, Colo., March 3, 2009 – Smashburger, Colorado's favorite hometown burger, is opening its first store in Colorado Springs March 13, 2009. Located in the heart of the Stetson Hills development, the new Smashburger will open at 3707 Bloomington Street. Colorado Springs burger lovers now have a place to liberate their pent-up desire for a better burger.

Smashburger is a Denver-based fast-casual concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners (CCP). The newest Smashburger marks the company's ninth Colorado location and 11th location nationwide. It is the latest location in Smashburger's aggressive national expansion, which is expected to include several hundred new stores over the next few years.

"Colorado Springs is our first foray into the southern part of the state, and we're excited to bring our unique burger concept to a whole new group of burger-loving Coloradoans," said Scott Crane, president of Smashburger. "We're a Colorado company, so Colorado Springs felt like a natural next step in our national expansion plans. At the end of the day, however, our focus is on creating a better burger, and that's exactly what we'll bring to the Springs."

Named for the cooking method used to create the perfect burger, Smashburgers are either a one-third or half-pound ball of beef smashed on a flat grill to sear in the juices. To further the "better burger" experience, Smashburgers are placed on a toasted artisan bun and topped with a selection of real cheeses, the freshest produce and top-quality condiments. For those seeking lighter fare, the menu includes grilled Smashchicken sandwiches and entrée salads. Because Smashburger offers wine and frosted mugs of beer, customers can make it a night out, a place to unwind or a fun place to meet friends after work.

"We believe we have the best tasting burgers anywhere and we are excited to bring our "better burger" to Colorado Springs," said Tom Ryan, founder of Smashburger and chief concept officer of CCP. "Burger lovers in the Springs are sure to connect with our always-fresh-never-frozen 100 percent Angus beef Smashburgers, premium

Haagen Dazs shakes and our unique sides like veggie frites and haystack onions. We are eager to earn our place as Colorado Springs' favorite burger place."

About Smashburger

Headquartered in Denver, Smashburger is an innovative fast casual restaurant concept, featuring the "best burgers you've ever tasted." Developed and owned by private equity and concept development firm [Consumer Capital Partners](#) (CCP), Smashburger continues to pursue its national expansion plans on its way to becoming the national better burger leader. To learn more about building a better burger, visit 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 www.consumerccp.com.