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For Immediate Release

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Smashburger continues to satisfy hometown fans with its expansion to Northglenn, Colo., on June 27

Colorado's favorite burger place to open its 16th location

DENVER – June 16th, 2009 – Smashburger, Colorado's favorite hometown burger, is opening its doors in Northglenn, Colo., on June 27, 2009. Located at 832 East 120th (at Washington St.) Smashburger will bring a better burger to Northglenn's residents and commuters.

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 11th Colorado location and 16th location nationwide. The Northglenn restaurant is the latest in the company's national expansion plans, which are expected to include several hundred new restaurants over the next few years.

"Coloradoans have overwhelmingly welcomed Smashburger as a reprieve from ordinary burgers," said Scott Crane, president of Smashburger. "We introduced Smashburger more than two years ago, and we've seen incredible growth and success in Colorado and several other states. We're well on our way to being Colorado's favorite burger place."

Being a Colorado company, Smashburger's growth within the state is significant to the local economy and the communities in which it operates. In Colorado alone, Smashburger employs more than 200 people. The Northglenn store provided 30 new jobs for the city.

Since opening, Smashburger has maintained steady growth, both in terms of restaurant openings and revenue. The company has a real estate strategy that puts restaurants right next to prime locations, giving it better lease rates and allowing the savings to go back into the food and guest experience. The Northglenn location is no exception. While fitting into the company's real estate strategy, it also meets visitor criteria that evaluate how many guests will potentially come in for lunch or dinner.

Smashburger's solid business strategy has meant the company has effectively expanded without sacrificing revenue or guest experience. The Northglenn location fits the company's overall strategy and is sure to satisfy the Denver suburb's desire for a better burger.

"Even in a down economy, people will still look for ways to enjoy a night on the town or an occasional meal out. Smashburger gives diners an experience that's more affordable than a sit-down meal, but more special than a quick stop at the drive-through," said Dave Prokupek, Smashburger chairman and CCP managing partner and chief investment officer. "That's a key reason Smashburger has been so successful in the current economy. We've created a concept that matches a quality experience with quality food."

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 served on a toasted artisan bun and topped with a selection of real cheeses, the freshest produce and top-quality condiments. The menu also includes grilled Smashchicken sandwiches, Smashdogs, Smashfries, Veggie Frites, haystack onions, entrée salads and kids' selections. To round out the perfect burger meal, diners can order Haagen Daz shakes, wine or frosty mugs of beer.

About Smashburger

Headquartered in Denver, Colo., Smashburger is a fast-casual restaurant designed to be "every city's favorite burger place." Developed and owned by private equity and concept development firm Consumer Capital Partners (CCP), Smashburger has sold franchise agreements totaling more than 200-plus locations over the next five years. The franchise deals are part of Smashburger's national expansion plans to open 500 restaurants across the country, with 30-60 of those scheduled for 2009. For those that crave a better burger experience, keep watching for Smashburger to come to your community. To learn more, please visit www.smashburger.com.

About Consumer Capital Partners

Denver-based Consumer Capital Partners (CCP) is an innovative private investment and concept development firm focused on multi-unit retail businesses, primarily in the restaurant, liquor, food, and leisure industries. CCP has deep experience in the fields of private equity, brand, concept and product development, and strategic consulting. To learn more about CCP, please visit www.consumercp.com