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**Smashburger dubbed a 2009 Hot Concept!**

*The "Better-burger" Concept honored by Nation's Restaurant News*

DENVER, July 22, 2009 — Smashburger, every city's favorite burger place, has been named a 2009 Hot Concept! by the editors of Nation's Restaurant News\* — barely two years after its first store became a smash hit on the fast-casual dining scene.

"We are both honored and humbled to receive this prestigious award from Nation's Restaurant News," said Tom Ryan, Smashburger's founder and managing partner of its parent, Consumer Capital Partners. "The fact that we were recognized so early in our development tells us our pledge to become every city's favorite burger place struck a chord with burger lovers. Now we will focus on doing what we do best: winning over customers one burger at a time."

Sponsored by the Coca-Cola Company, the Hot Concepts program was created in 1995 to recognize the industry's most creative and innovative emerging concepts. Winning concepts must be no more than seven years old and have a track record of financial success, clearly defined concepts and strong customer appeal that poise them for future growth.

Smashburger was the newest and fastest-growing of all this year's winners, which included an airport wine bar, a frozen yogurt shop and a Neapolitan pizza restaurant.

Smashburger is a Denver-based concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners. The restaurant's aggressive national expansion is expected to include several hundred new stores during the next five years.

Although Smashburger is known for its savory burgers, the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Burger lovers can pair their meals with beer, wine, Häagen-Dazs shakes and root-beer floats.

The 2009 Hot Concepts Awards will be presented during NRN's 50th Anniversary Multi-Unit Foodservice Operators Conference to be held at the Hilton Anatole in Dallas from Oct. 4-6.

### **About Smashburger**

Denver, Colorado-based 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 develops both company and joint-venture partner stores. The company has sold franchise agreements that will total more than 200 locations over the next five years. The company, joint venture and franchise development deals are part of Smashburger's plan to open 500 plus restaurants across the country, 30-60 in 2009. To learn more, visit [www.smashburger.com](http://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](http://www.consumercp.com)

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