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For Immediate Release

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**Smashburger Teams with Dallas Cowboys Star
to Bring Burger Love to Dallas and Surrounding Area**

Dallas Cowboys offensive guard Leonard Davis ventures in the restaurant business with a unique approach to franchise management

DENVER – JULY 15, 2009 — Smashburger, a fast casual “better burger” restaurant concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners (CCP), has signed a 30-unit deal with BIGG Capital Holdings, LLC, a business development group based out of Dallas, Tex. and led by National Football League star Leonard Davis.

“Burger lovers across Texas have fallen in love with Smashburger’s delicious burgers; now Dallas burger fanatics will have a chance to as well,” said Smashburger founder Tom Ryan. “We look forward to becoming Dallas’ favorite burger place for every occasion.”

Known for the cooking method used to create the perfect burger, Smashburgers are either a one-third or half-pound ball of 100 percent Angus beef smashed on a flat grill to sear in delicious juicy flavor. To further the “better burger” experience, Smashburgers are served on butter-toasted artisan buns and topped with a selection of real cheeses, the freshest produce and top-quality condiments.

BIGG Capital Holdings marks Leonard Davis’s entry into the restaurant franchise business in the Dallas area. The BIGG Capital Holdings team identified Smashburger as an up-and-coming brand that would have longevity long after an NFL career was over. Tye Williams, CFP® is acting as the managing member in the BIGG Capital Holdings LLC Smashburger development process in Dallas.

“I’ve had great success in the NFL and my career with the Cowboys continues to drive me,” said Davis. “But I wanted a business opportunity that made sense with my life after football. Smashburger has all the right things in place to be a huge success in Dallas and nationwide. They have a great management team and a compelling concept, and the burgers are hands down the best I’ve had.”

BIGG Capital Holdings has agreed to open and operate the 30-unit deal under a unique franchise plan conceived by Smashburger.

"The agreement with Mr. Davis is significant because it marks the first time that a franchisee will own a group of stores, but contract the day-to-day operations and management to the Smashburger corporate team," said Dave Prokupek, Smashburger chairman and CCP managing partner and chief investment officer. "This unique relationship allows Mr. Davis and other high-visibility athletes or entertainers the opportunity to participate in the booming 'better burger' business while allowing a proven, world class corporate team to lead the operation of their restaurants."

In Texas alone, Smashburger has franchise groups in San Antonio, Houston, West Texas and East Texas. The deal with BIGG Capital Holdings cements the company's footprint in Texas with the last major city, Dallas. The latest agreement is Smashburger's 11th franchise deal and brings the total number of confirmed Smashburger franchise locations to 217.

"We look forward to this exciting opportunity with BIGG Capital Holdings and Leonard Davis. Mr. Davis has a proven track record on the football field, and we are certain he will continue that success as he enters the better burger market," said Smashburger president Scott Crane. "Texans were introduced to our amazing burgers last year, and the reception has been overwhelming. The unique franchise management model that we've agreed to furthers our goal of making Smashburger every Texan's favorite burger place."

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 is engaged in the development of company and joint venture partner store development. In addition, Smashburger has sold franchise agreements totaling more than 200-plus locations over the next five years. The company, joint venture and franchise development deals are part of Smashburger's national expansion plan to open 500 restaurants across the country, with 30-60 of those scheduled for 2009. Keep watching for Smashburger to come to your community. To learn more, 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.consumerccp.com.