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**Cowboys' Colombo Partners with Smashburger  
on Restaurant Venture**

*Offensive tackle inks deal with teammate Leonard Davis to bring burger love to Dallas*

DENVER, July 22, 2009 – Marc Colombo, Dallas Cowboys starting right tackle, has signed an agreement with his teammate Leonard Davis to invest and participate in five of Davis's 30 Smashburger restaurants in the Dallas area.

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), recently signed a 30-unit deal with Davis's BIGG Capital Holdings, LLC, a business development group based in Dallas, Tex. Colombo will participate through his venture, DC Rightside, LLC. . Tye Williams, CFP® will be acting as the managing partner of the firm formed for BIGG Capital Holdings and DC Rightside, LLC.

"When Leonard told me about his arrangement with Smashburger, I knew I wanted to get involved," Colombo said. "Working side by side with him on game day every week during the season, I know we will be a great team in making Smashburger a huge success in the Dallas area. Smashburger's excellent food, setting and value will make it Dallas's favorite burger place for every occasion."

Known among burger lovers for the cooking method used to create the perfect burger, Smashburgers are either a one-third or half-pound ball of one hundred percent Angus beef smashed on a flat grill to sear in juicy flavor. To further the "better burger" experience, Smashburgers are served on butter-toasted buns and topped with a selection of real cheeses,

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the freshest produce and unique toppings, including haystack onions, guacamole or even a fried egg. Smashburgers can be paired with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Diners can also enjoy Häagen-Dazs shakes and root beer floats with their meal.

Davis and his BIGG Capital Holdings team had identified Smashburger as a successful brand that would have longevity long after his NFL career was over. In this franchise agreement conceived by Smashburger, Davis and Colombo will own their stores but contract the day-to-day operations and management to the Smashburger corporate team.

"That approach gives high-visibility athletes or entertainers opportunity to participate in the booming better burger business while allowing a proven, world class management team to lead the operation of their restaurants," said Dave Prokupek, Smashburger chairman and CCP managing partner and chief investment officer.

### **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 to 60 in 2009. Smashburger was named a 2009 Hot Concepts! award winner by Nation's Restaurant News. 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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