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**Smashburger Continues Houston-Area Expansion
With New Atascocita Location Set to Open August 26**

Smashburger Brings its "Better Burger" to More Communities in the Bayou City

HOUSTON, Texas – Aug. 7, 2009 – [Smashburger](#), the fast casual "better burger" restaurant sensation is pleased to announce that its fifth Houston-area store will open in Atascocita on Aug. 26, 2009. Located at 7412 FM 1960 East, the new 1,900 sq ft restaurant features a patio and is capable of accommodating 80 diners. Attentive, friendly service is a cornerstone to the Smashburger brand and this new store will employ 35 of the most talented fast-casual employees in the industry.

"Smashburger's goal is to offer a better burger that becomes every neighborhood's favorite," said Smashburger founder Tom Ryan. "We look forward to sharing our delicious Smashburgers with Atascocita neighborhoods and nearby businesses. It's the great home for Smashburger and a perfect place for burger fanatics."

Smashburger debuted its first Texas location in Houston's Medical Center/Reliant Center area in December 2008 and just last month the company celebrated back-to-back openings of three new units in the city's Energy Corridor, Westchase District and West University neighborhoods. Smashburger is proud of the economic impact that approximately 30 locations will have on the Houston community. The company's strong presence will ultimately result in approximately \$40 million in annualized revenue and some 750 jobs for the city.

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Known among burger lovers for the cooking method used to create the perfect Smashburger, each one-third or half-pound one hundred percent fresh-not-frozen Angus beef burger is smashed and seasoned 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 also includes grilled Smashchicken sandwiches and entrée salads.

“Houston plays a major role in our national expansion process,” says Scott Crane, president of Smashburger. “The city’s competitive restaurant market includes many popular fast casual options, so it has been particularly rewarding that Houstonians have quickly welcomed Smashburger’s menu, food quality and service-oriented culture to the local dining scene.”

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.

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