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Smashburger Serves up Second Location in Tulsa

TULSA, Okla., Aug. 19, 2009 – With the goal of becoming Tulsa’s favorite burger place, Smashburger will open its second location in Tulsa, Wednesday, Sept. 2, 2009. Smashburger is a “better burger” restaurant concept launched and funded with \$15 million by private equity and concept development firm Consumer Capital Partners. The second location is 10830 E. 71st Street near the Cinemark IMAX Theatre in the Woodland Park area of Tulsa.

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 – fresh, never frozen – smashed and seasoned on a flat grill to sear in 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 unique toppings, including haystack onions, guacamole or even fried egg.

“The response to our first store has been overwhelmingly positive, so we are excited to offer Tulsans another Smashburger location in their home town,” said Smashburger president Scott Crane. “Smashburger is a great place for every occasion, especially for burger lovers who crave the best \$5 burger in town.”

Smashburger provides something for everyone. Along with its mouthwatering burgers, the restaurant also serves delicious Smashchicken sandwiches, Smashdogs and Smashesalads, 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.

A customized menu created with Oklahoma favorites in mind will be available at all Oklahoma Smashburger restaurants. It includes signature items such as:

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- The OK Smashburger or OK Smashchicken both made with fried pickles, pepper jack cheese, haystack onions, lettuce, tomato and ranch dressing on an egg bun
- Fried pickles on the Smashside menu
- Local bottled beer

Smashburger's entry into Tulsa is the result of a joint venture partnership with area real estate developers and an experienced multi-unit franchise operator collectively called Smashburger WTO Acquisition, LLC. The joint venture group plans to open more stores in Wichita, Tulsa and Oklahoma City.

For more details, images or to set up an interview with a Smashburger executive, please contact Mark Chamberlin (mark@armstrongshank.com) or 316-522-3000.

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.

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.

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