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For Immediate Release
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SMASHBURGER TO LAND IN SEVEN U.S. AIRPORTS

Smashburger & PhaseNext Hospitality Bring Non-traditional Concepts in 2010

(DENVER, COLO.) – September 21, 2009 – Smashburger is pleased to announce its partnership with PhaseNext Hospitality—a minority and woman owned multi-concept franchise operator focusing on operating premium, fast casual restaurants in non-traditional venues including airports, train stations, military bases and university campuses. Over the next year PhaseNext will begin to bring Smashburger to seven United States airports, Dallas Ft. Worth (DFW), Houston George Bush Intercontinental (IAH), and Washington Ronald Reagan National (DCA) Airports will be among the first to experience Smashburger’s “better burger.”

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

Smashburger is known for its savory burgers, but 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.

“Smashburger’s growth and success in traditional restaurant spaces has been extremely impressive,” says Smashburger President Scott Crane. “We are pleased to partner with PhaseNext Hospitality and anticipate Smashburger’s continued success in non-traditional expansion.”

“PhaseNext Hospitality is thrilled to partner with a strong, growing brand like Smashburger,” says Rosalyn (Roz) Mallet, co-founder, CEO, and president of PhaseNext

Hospitality. "Phase*Next's* expertise in non-traditional development will soon bring better burgers to air and rail travelers, military personnel, and college students."

About Smashburger

Denver, Colorado-based Smashburger is a fast-casual restaurant designed to be every city's favorite burger place. Developed and funded with \$15 million from 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 260 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

About PhaseNext Hospitality

Phase*Next* Hospitality's leadership team brings over 50 years of combined restaurant experience with an emphasis in hospitality, operations, franchising and non-traditional joint ventures. Roz Mallet, the Treasurer of the National Restaurant Association, has an impressive track record including positions such as President and Interim CEO of Caribou Coffee, Chief Operating Officer for la Madeleine Bakery/Café, Senior Vice President of Human Resources for Carlson Companies and Senior Vice President of Human Resources for TGI Friday's. O'Neil was most recently Senior Vice President of Operations for Caribou Coffee. During her 15 years with the company she was an integral part of growing the business from 5 locations to 500.

Phase*Next* Hospitality founded by Roz Mallet and Amy O'Neil is headquartered in Dallas, Texas.

For details or to set up an interview with Smashburger President Scott Crane, please contact Alexis Walsko (alexis@lolaredpr.com) or Allison Dent (allison@lolaredpr.com) with Lola Red PR at 612.333.1723.

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