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Seven Smashburgers to Heat Up Oklahoma City Market
Franchise Agreement Brings Better Burgers Starting in March of 2010

(OKLAHOMA, Okla.) (September 22, 2009) – [Smashburger](#)—a fast-casual, “better burger” restaurant concept by Consumer Capital Partners (CCP)— has signed a deal with Klepper Capital Group, LLC., to operate seven restaurants in the Oklahoma City metro area. The first store will open in March of 2010 and be followed by two additional openings by the end of 2010. The Klepper Capital Group, LLC. currently owns and operates a variety of restaurants in both markets.

Known for the cooking method used to create the perfect burger, Smashburgers start with a one-third or half-pound ball of 100-percent Angus beef—fresh, not frozen—smashed, seared and seasoned on a flat grill. Served on butter-toasted artisan buns and topped with a selection of real cheeses, Smashburgers feature the freshest produce and top-quality condiments.

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

The Klepper Capital Group, LLC. deal brings the total number of Smashburger franchise locations to more than 260. With a combination of corporate, franchise, and joint venture partnerships, Smashburger has created a strategy that allows the Denver-based company to grow quickly without affecting its promise of a “better-burger” that maximizes guests’ time, dollar, and dining experience.

"We are thrilled to continue to expand into Oklahoma through this partnership with Klepper Capital Group," says Smashburger President Scott Crane. "Klepper has extensive restaurant experience and is the ideal franchisee to introduce Smashburger's unique concept and 'better burger' to Oklahoma City."

"We can't wait to bring Smashburger's fast casual concept to our burger-loving community and serve up our city's best burgers," says Casey Klepper, president of Klepper Capital Group, LLC. "We feel the Smashburger concept and commitment to quality, convenience, and top-quality service is a perfect fit for Oklahoma City."

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.

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