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**Smashburger Expands to the Fort Worth Metro Area**

*After Bringing Smashburger's "Better Burger" to East Texas, Franchisee Agrees to Open 12 More Locations*

FORT WORTH, Texas, Sept. 8, 2009 – [Smashburger](#), a fast-casual, "better burger" restaurant concept launched and funded by private equity and concept development firm Consumer Capital Partners (CCP), has signed a deal with Cow Town Sizzle, Inc., to operate 12 restaurants in the greater Fort Worth metro area. The Cow Town Sizzle, Inc. venture is a branch of SB Sizzle, Inc., the franchisee group that is also opening 10 Smashburger stores in East Texas, the first of which is slated to open in Longview by the end of 2009.

"Texas is Smashburger's largest market and a hub for burger lovers. We are thrilled to continue to expand into Fort Worth through this partnership," stated Scott Crane, Smashburger's president. "Based on the group's extensive fast-casual restaurant experience and our ongoing work with their highly-qualified team in East Texas, Cow Town Sizzle, Inc. is the ideal franchisee to introduce Smashburger's unique concept and 'better burger' to the Fort Worth community."

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.

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Page 2

The Cow Town Sizzle, Inc. deal brings the total number of franchises to 250. 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 core consumer promise of a “better-burger” value that maximizes guests’ time and dining experience.

“We know the Texas fast-casual market inside and out, and we can’t wait to bring Smashburger to another burger loving community in the state. We’re certain that Smashburger will become Fort Worth’s favorite burger place in no time,” said David Weaver managing partner of Cow Town, Inc. “We have been thoroughly impressed with Smashburger’s ongoing commitment to quality, convenience and top-quality service. It’s been great working so closely with their passionate corporate team, and we’re looking forward to growing our partnership.”

For press inquiries, please contact Abby Lurie at (303) 394-2366. For more details on Smashburger, visit [www.smashburger.com](http://www.smashburger.com).

### **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 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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