



For Immediate Release

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COLORADO SPRINGS TO SAVOR SECOND SMASHBURGER WED., OCTOBER 28

"Better Burger" Concept Continues to Expand as it Opens 14th Colorado Smashburger

(DENVER, COLO.) October 11, 2009—Denver-based fast casual concept Smashburger brings "better burgers" to Colorado Springs residents for a second time on Wednesday, October 28. The new store, located at the intersection of North Nevada Avenue and Eagle Rock Road, is the second Colorado Springs Smashburger.

The first Colorado Springs Smashburger is located at 3707 Bloomington Street in Colorado Springs (on the corner of North Powers Boulevard and North Carefree Circle).

Named 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 a butter-toasted artisan bun and topped with a selection of real cheeses, the freshest produce and top-quality condiments.

The restaurant also serves delicious Smashchicken, Smashdogs and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Diners can also enjoy Häagen-Dazs shakes, root beer floats, beer and wine with their meal.

"We are thrilled to be opening a second location in Colorado Springs," says Smashburger President Scott Crane. "Colorado Springs is filled with burger lovers and we look forward to opening a location to serve all of them."

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, 30-60 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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