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SMASHBURGER PARTNERS WITH SUN DEVIL FAMILY CHAIRTIES OCT. 17

\$1 from Arizona Smashburgers Sold on Sun Devil Home Game Days Benefits Sun Devil Family Charities

(TEMPE, ARIZ.) – October 2, 2009- Smashburger, a fast casual “better burger” concept that opened in Tempe on October 7, 2009, is partnering with Sun Devil Family Charities—which provides medical hardship assistance to ASU students, alumni and faculty. For every Arizona Smashburger sold on Sun Devil Football home game days, \$1 will be donated to Sun Devil Family Charities. The fundraiser kicks off with the Washington State game on Saturday, October 17 and continues throughout Sun Devil football season.

The Arizona Smashburger, created specifically for Arizonians, features a one-third or half-pound burger topped with Habanero cheese, guacamole, lettuce, tomato, onion, chipotle mayo and fresh jalapenos on a chipotle bun.

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, and root beer floats with their meal.

“Smashburger values academic achievement and knows the stress of paying medical bills and ailing health impedes learning,” says Smashburger President Scott Crane. “Smashburger supports the mission of Sun Devil Family Charities in helping students and families return to higher education.”

“We are very pleased to have partnered with such a wonderful organization,” says Kurt Riske, brand manager for SunWest Restaurant Concepts. “We chose this organization because of its close ties to the local university community and because we support their mission to ease the financial strain of those suffering from illness.”

“I am proud that Smashburger and Sun Devil Family Charities have partnered to help those with critical medical illnesses,” says Joe Cajic, charity board member. “Every year, one in five Arizona families are unable to pay their medical bills due to the additional economic hardships that devastating illnesses can have. I would like to thank Smashburger for their efforts in minimizing these hardships and allowing Arizona families to focus on healing during their difficult battles against illness.”

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 corporate and joint venture partner stores. The company has sold

franchise agreements that will total more than 275 locations over the next five years. The corporate, 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.consumerccp.com. For press inquiries, please contact Alexis Walsko (alexis@lolaredpr.com) at (612) 333-1723. For more details on Smashburger, visit www.smashburger.com.

About SunWest Restaurant Concepts, Inc.

A subsidiary of Phoenix-based SunWest Restaurant Concepts, SunWest Burgers LLC principals--David Doty, Chuck Riske and Robin Yoshimura-- collectively bring over 40 years of restaurant industry experience to Smashburger. Earlier this year, they signed a 30-unit development agreement with Smashburger to develop units in Maricopa County over the next seven years. They are a Founding Club franchisee member and part owner in the overall company developing the Smashburger brand. SunWest also operates 6 Jerry's Restaurants and 7 Black Bear Diners in Arizona, Nevada and Oklahoma.

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