



NEWS RELEASE

CONTACT: David Eisenstadt/Beth Merrick
The Communications Group Inc.
(416) 696-9900
deisenstadt@tcgpr.com/bmerrick@tcgpr.com

Alyssa Berenstein
New York Fries
(416) 963-5005
alyssab@newyorkfries.com

HERE'S THE BEEF: NEW YORK FRIES LAUNCHES SOUTH ST. BURGER Co. IN TORONTO

TORONTO – August 31/05.... New York Fries is expanding again with today's opening of the first South St. Burger Co. in Toronto.

Specializing in fresh, 100% pure beef burgers; this quick service restaurant will serve premium food in a contemporary, New York style loft-like environment.

South St. Burger Co.'s menu features fresh, never frozen, 1/3 lb, 100% pure beef burgers, grilled chicken breasts and veggie burgers. Sides include hand-cut New York Fries french fries and poutine, hand-made onion rings and real, hand-scooped ice cream milkshakes. The onion rings, like the fries, are also hand-cut and cooked in non-hydrogenated, Trans Fat Free Sunflower oil.

A variety of condiments will allow customers to personalize their orders at no extra charge. A selection of cheeses will also be on the menu.

"South St. Burger Co. operates with the same principles that have made New York Fries a success," said Jay Gould, President of New York Fries and South St. Burger Co. "Like our fries, South St.'s burgers, onion rings and milkshakes will all be made from fresh, quality ingredients and prepared right in front of you. Every menu item is designed to be a 'best in category' product."

Located at the south-west quadrant of Steeles and Dufferin (2215 Steeles Avenue West), the 2,000 sq. ft. restaurant seats 40 people. The restaurant will open with 25 employees, and will operate as a corporate store. "Although the GTA will be our initial focus, it is our goal to grow South St. Burger Co. into a franchised chain across the country," said Gould. "Within the first five years, I'd like to think we'd reach 25 units, possibly more."

South St. Burger Co. is open 11:00 am - 10:00 pm, seven days a week, with free on-site parking.

A division of New York Fries, South St. Burger Co. was designed by JUMP Branding and design. Ad agency is Zig; Public Relations is handled by The Communications Group Inc., all of Toronto.

Visit www.southstburgerco.com.