



NEWS RELEASE

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SOUTH ST. BURGER Co. BEGINS EXPANSION PLAN IN TORONTO, SIGNS TWO MORE LEASES

TORONTO – February 14/06South St. Burger Co., a division of New York Fries, is expanding with two new locations in the greater Toronto area.

The first new location, opening in May, will be located south of Eglinton, at Laird and Wicksteed. This site will occupy 2500 sq. ft., and seat 52 people. The restaurant will open with 25 staff and operate as a corporate store. The second new location will be at Winston Churchill and Highway 401, and will open in the fall. This brings the total number of South St. Burger Co. restaurants to three, with the original location at 2215 Steeles Ave West, just west of Dufferin.

“Our initial development is focused in the GTA, but our long term goal is to grow South St. Burger Co. into a franchised operation across the country,” said Jay Gould, President of New York Fries and South St. Burger Co. “Within the first five years, we plan to build 25 units, possibly more.”

South St. Burger Co. serves premium food in a contemporary, New York style loft-like environment.

The menu features fresh, 1/3 lb patties, made with 100% Canadian beef, 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 premium ice cream milkshakes. The onion rings, like the fries, are hand-cut and cooked in non-hydrogenated sunflower oil.

“We have chosen to offer a focused menu to ensure a “Best in Category” approach” continues Gould.

A variety of traditional and gourmet condiments, from dill pickles to Dijon Horseradish and Mango Chutney allow customers to personalize their orders at no extra charge. A selection of cheeses, including goat and herbed cream cheese, are also on the menu.

South St. Burger Co. is open 11:00 am - 10:00 pm, seven days a week, with free on-site parking. The company is looking to open one more site in 2006 and is currently reviewing new leasing opportunities.

Visit www.southstburgerco.com.