



NEWS RELEASE

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SOUTH ST. BURGER CO.'S "SPECIAL PLACE FOR COWS" MESSAGING USES HUMOUR TO BATTLE "BURGER GOLIATHS".

TORONTO, September, 7, 2005 – ‘David’ is charging towards the burger ‘Goliaths’ as the South St. Burger Co.’s inaugural marketing campaign humorously announces ‘*over 99 billion not yet served*’. The campaign uses radio, community newspapers, newspaper inserts, postcards and public relations to raise awareness of the restaurant’s opening.

Said South St. Burger Co.’s Marketing Manager Alyssa Berenstein, “Our approach starts with a ‘Missing Cows’ community newspaper ad and continues with Q107-FM radio commercials, one of which uses a serious-sounding PSA format to inform listeners who have ‘a cow that’s not reaching its full potential will find help at a special place for cows’, at the company’s first location in northwest Toronto ‘dedicated to helping special bovine companions turn into 100%, pure tasty burgers.’”

The campaign theme celebrates the freshness of South St. Burger Co.’s 100% all-beef burgers and the ‘Burgers Made Well’ tagline. All campaign elements reinforce South St. Burger Co.’s premium product quality.

“Messaging also emphasizes the menu offerings, including our ‘hand scooped’ ice cream milkshakes that can be partnered with hand-dipped onion rings or the famous New York Fries that started it all,” added Berenstein.

“In a market saturated by much bigger players with much bigger budgets, the aim of the campaign is to find a unique way to communicate quality and freshness, while finding a distinct brand personality for South St. Burger Co.,” said Andy Macaulay, President of ZiG in Toronto.

South St. Burger Co., located in Toronto on Steeles Ave West, just west of Dufferin, is open 11:00 am - 10:00 pm, 7 days a week, with free on-site parking. South St. Burger Co. will celebrate its official grand opening this Sunday, September 11th by featuring their burgers for \$1.07 and an on-site radio remote with Q 107 from 1 – 5 PM.

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.

RADIO COMMERCIAL FOLLOWS

“HELP”

ANNCR: Do you have a cow that's not reaching its full potential? If so, there is help. Hello, I'm John Scholes from Q107. And I'm delighted to tell you about a special place for cows. South St. Burger Co. Located on Steeles, just west of Dufferin, South St. Burger Co. is dedicated to helping special bovine companions turn into 100%, pure tasty burgers. And with a variety of cheeses and toppings to choose from, you're guaranteed to enjoy the results. South St. Burger Co. Burgers made well.