



NEWS RELEASE

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SOUTH ST. BURGER C^o. OPENS SECOND LOCATION IN LEASIDE

TORONTO – June 27/06....South St. Burger C^o., a division of New York Fries, opened the doors of its second location yesterday at Laird and Wicksteed. Situated in the North West building of the First Pro Leaside Smart!Centres, South St. Burger C^o. occupies 2500 sq. ft., and seats 52 people.

South St. Burger C^o. 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 as well as a Kids Burger, which is a half portion of the regular beef patty. 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.

“Consumers are increasingly more aware of the food they purchase and are demanding better quality without compromising taste. With this in mind, every item on the South St. Burger C^o. menu was designed to be a ‘Best in Category’ item,” comments Jay Gould, President of New York Fries and South St. Burger C^o. “So far, the customer response to our menu has been outstanding and we look forward to growing this concept as the appropriate real estate presents itself”.

A variety of traditional and gourmet condiments, from dill pickles to Dijon horseradish, zesty ketchup and mango chutney allow customers to personalize their orders at no extra charge. A selection of cheeses, including cheddar, Swiss and goat cheese, are also on the menu.

South St. Burger C^o. is open 11:00 am - 10:00 pm, seven days a week, with free on-site parking. The company’s first location is at 2215 Steeles Ave. W., just west of Dufferin, across from the Home Depot in the RioCan Marketplace development. South St. plans to open its third location at Winston Churchill and Highway 401 in early 2007, and is currently reviewing new leasing opportunities to open another site in 2006. The restaurant was designed by Jump Branding + Design Inc.; advertising by ZiG.

Visit www.southstburgerco.com.