



NEWS RELEASE

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SOUTH ST. BURGER CO “WINS” IN VEGAS, OPENS THIRD LOCATION & EXPANDS IN GTA

TORONTO – April 10/07....South St. Burger Co., a division of New York Fries, was recently awarded the “Outstanding Merit Restaurant” award at the 2007 NASFM (National Association of Store Fixture Manufacturers) Retail Design Awards in Las Vegas (www.retailfix.com). Accepting the award for South St. was JUMP! Branding & Design (www.howhigh.ca), South St. Burger Co’s design agency.

Today also marks the opening of South St. Burger Co’s third restaurant at 3021 Argenta Road in north Mississauga. Located in the Smart!Centres at Winston Churchill and Highway 401, the newest South St. Burger Co. occupies 2250 sq. ft., and seats 40 people.

Plans for South St.’s expansion also continue throughout the GTA, with three new signed leases in big box centres located in Markham, Aurora and Etobicoke. This will bring the total number of South St. Burger Co locations to six by early 2008.

“South St.’s success has been fuelled mostly by word of mouth; customers are demanding better quality food without compromising taste, and every item on our menu was designed to be a ‘Best in Category’ item” said Jay Gould, President of New York Fries and South St. Burger Co. “Encouraged by the success of our Laird & Wicksteed and Dufferin & Steeles locations, we are actively looking for more real estate opportunities to continue to grow this brand. Though our initial development is focused in the GTA, we are ready to evaluate properties in the Golden Horseshoe to support our growth”.

About South St. Burger Co.

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, chicken breasts and veggie burgers as well as a Kids Burger. Sides include our famous 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 cooked in non-hydrogenated sunflower oil. 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, 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’s first location is at 2215 Steeles Ave. W., just west of Dufferin, and second location is at 45 Wicksteed Avenue at Laird. Visit www.southstburger.com.