



NEWS RELEASE

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YOU WANT WASABI WITH THAT? SOUTH ST. BURGER C^o. BRINGS 'PREMIUM' FAST FOOD TO NEWMARKET

TORONTO – October 19, 2007....South St. Burger C^o., a division of New York Fries, opened the doors of its fourth location yesterday in Newmarket at Yonge and Mulock.

South St. Burger C^o. is a high-end quick service restaurant in a contemporary, New York style loft-like environment that occupies 2000 sq. ft., and seats 45 people.

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 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.

“This location has been home to two burger restaurants for the past 20 years, and now we’re here to step things up” comments Jay Gould, President of New York Fries and South St. Burger C^o, “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,” adds Jay. “So far, the customer response to our menu has been outstanding and we look forward to a long relationship with the Newmarket/Aurora communities.”

Interesting and exotic condiments make for unique burger ‘n fries experience. Customers have both traditional and exotic choices; from dill pickles to Dijon horseradish, wasabi mayo, mango chutney, guacamole and others at no extra charge. A selection of cheeses, including cheddar, Swiss, Monterey Jack with jalapeno, 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 other locations include North York, 2215 Steeles Ave. W., just west of Dufferin, in Mississauga at 3021 Argentia Road (410 and Winston Churchill), and in Toronto at 45 Wicksteed (south of Eglinton and Laird). Future sites include Wellington and 404 in Aurora (spring 2008). The restaurant was designed by Jump Branding + Design Inc.; advertising by ZiG.