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THERE'S A NEW BURGER IN TOWN: SOUTH ST. BURGER CO. BRINGS 'PREMIUM' FAST FOOD TO AURORA

TORONTO – April 17, 2008....South St. Burger Co., a division of New York Fries, opened the doors of its fifth location yesterday at Wellington and 404 in Aurora.

South St. Burger Co. 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.

“So far, the customer response to our menu in other markets has been outstanding and we look forward to a long relationship with the Aurora community” comments Jay Gould, President of New York Fries and South St. Burger Co, “People who come to South St. Burger Co are increasingly more aware of the food they purchase and are demanding better quality, without compromising taste. We don't want to be just another burger joint; every item on the South St. Burger Co. menu was designed to be a 'Best in Category' item.”

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 Co. 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, at Steeles and Dufferin, in Mississauga at Argentia Road and Winston Churchill in Toronto at Eglinton and Laird and the recently opened location on Yonge St. in Newmarket.

www.southstburger.com