

Eric Steinhoff Named Max & Erma's Director of Franchise Development

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Eric Steinhoff, a veteran of the franchise industry, has been named Director of Franchise Development at Max & Erma's, company president Rob Lindeman announced today.

Steinhoff succeeds Lindeman in the post. Lindeman was named president of Max & Erma's in September 2005 and had been handling both responsibilities.

Prior to joining Max & Erma's, Steinhoff was a vice president of franchise development for the United Franchise Group in West Palm Beach, Fla., the parent company of Sign-A-Rama, EmbroidMe and Billboard Connection. While at United Franchise, Steinhoff helped lead the company from a start-up operation to a \$400 million a year business with more than 1,100 locations in 48 countries.

Max & Erma's currently has 77 company-owned and 21 franchise restaurants - with 9 others in development.

"Although Max & Erma's began its franchise operations five years ago, we're in our infancy in relation to where we want to see it grow," Steinhoff said. "We're going to significantly grow our franchise operation over the next ten years."

"It's important that the dining experience of our guests be seamless. They should never know if they're in a corporate restaurant or a franchise operation. We have the highest quality food made from the freshest ingredients."

Steinhoff also worked as a franchise development-marketing representative for Minuteman Press International of Farmingdale, N.Y. and as a general manager for Wendy's Restaurants.

He has a bachelor's degree in aviation and business management from Salem College.

Headquartered in Columbus, Ohio, Max & Erma's (NASDAQ:MAXE) entered its fourth decade in business in 2003. From a single, neighborhood restaurant that opened in 1972 in the German Village section of Columbus, Max & Erma's has grown to nearly 100 company-owned and franchise casual dining restaurants. Max & Erma's grew up in the Heartland, but its footprint now extends from the East Coast to Nevada, and Green Bay to Atlanta. The company is traded on the NASDAQ National Market System under the symbol, MAXE.

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