

Blue Moon Franchises LLC Teams with Franchise Development Network, Inc.

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Partnership Aims to Expedite Companies Growth Plans

Blue Moon Franchises LLC, a division of the Blue Moon Mexican Café, announced today that it has signed an agreement with Franchise Development Network, Inc., to assist with the company's recently announced franchise program and Northeast U.S. expansion plans.

Blue Moon Franchises LLC is actively seeking qualified owner/operators and has set a goal to award seven to ten new franchise locations within the next year. The Blue Moon Mexican Cafe has been a fixture on the metro N.Y. restaurant scene for over twenty years with locations in Manhattan, Bergen County, N.J. and Westchester County, N.Y.

'Blue Moon Franchises has an outstanding experienced management team, led by Howie Felixbrod, and the unit economics for the company restaurants are phenomenal,' said Darren Yelin, president of Franchise Development Network, Inc. 'Over the past several weeks I have obtained an inside view of the operation and am very impressed. The Blue Moon Mexican Café has built a very loyal repeat customer base with their 'neighborhood' concept, and I believe the model has tremendous potential as a franchise.'

Since January 2002, the Franchise Development Network has sold over 85 franchise locations in the New York metropolitan area. Mr. Yelin has been involved in many facets of the franchise industry for the past 16 years, including advertising, marketing and sales.

'Darren has worked closely with small businesses that are just starting as franchisors and his experience, particularly in sales, will be a great asset to our company and also to potential franchisees,' said Felixbrod, founder and CEO of the Blue Moon Mexican Café.

About Blue Moon Mexican Café

The Blue Moon Mexican Café is a full-service neighborhood Mexican restaurant. Fresh, homemade and creative Mexican and Southwest fare are served in a fun and inviting atmosphere. The business places an emphasis on quality along with a dedication to phenomenal customer service.

Blue Moon Mexican Café opened in the Chelsea section of Manhattan 20 years ago. In 1990, a second Manhattan store was opened on the Upper East Side. Then, in 1995, BMMC moved across the river and opened the first suburban Blue Moon in Bergen County, New Jersey. Four additional sites have since been opened in Northern NJ and Southern NY in very diverse locations. The business announced the formation of Blue Moon Franchises LLC in May 2007.

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