

Baja Fresh Mexican Grill Honors Ed Casey as Franchisee of the Year
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Mr. Casey's Commitment to Quality, Sales and Growth Make Him Franchisee of the Year

Baja Fresh(R) Mexican Grill, the quick-casual fresh Mexican chain and Restaurants & Institutions Platinum award-winning Mexican Chain in America, today announced it has honored Ed Casey as the Baja Fresh Franchisee of the Year for 2007. Mr. Casey owns and operates 22 Baja Fresh locations throughout the Pacific Northwest and opened its newest location in December 2007 in Tigard, Oregon. The honor of 2007 Franchisee of the Year is being given to Mr. Casey based on his continued commitment to quality and sales growth at all of his Baja Fresh restaurants.

'Mr. Casey continues to be a leading franchisee for Baja Fresh and is committed to delivering quality fresh food to his customers across the Pacific Northwest,' said James Walker, Chief Development Officer for Baja Fresh. 'We are honored to have Mr. Casey as part of our franchisee team and supporting his efforts as he continues to grow his business and the Baja Fresh brand.'

Mr. Casey and his partners opened their latest Baja Fresh location in Tigard, Oregon in December 2007. The new 2200 square foot restaurant was converted from a former Skipper's Restaurant and is now outfitted in the bright, contemporary décor, clean, crisp design and artistic lighting that has come to be associated with the Baja Fresh brand. In addition to the newest location, Mr. Casey operates 22 additional Baja Fresh locations throughout Oregon and Washington State.

'Being named Franchisee of the Year is a great honor. I stand by the quality and service that is associated with the Baja Fresh brand and strive to fulfill those values in all of my restaurants,' said Franchisee of the Year, Ed Casey. 'We are committed to the Baja Fresh brand and only serve the freshest food that has made us a well-known Pacific Northwest favorite.'

Baja Fresh was born in August of 1990 in Newbury Park, California and took a no compromises approach when it came to freshness and flavor. More than 15 years later, the restaurant still lives by this mantra, and excludes the use of microwaves and can openers in their restaurants. They seek only the freshest quality meats, produce and ingredients and offer a wide-variety of menu options including unique burritos, tacos, enchiladas, fajitas, ensaladas and salsa bar.

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