

## Rumbi Island Grill Announces Plans to Franchise Restaurant Concept Nationally

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Seeks Franchise Operators, Industry Leader in Tropical Fast Casual Cuisine Anticipates 100-125 Stores in Five Years

Rumbi Island Grill, a tropical fast casual restaurant concept, announced today it will franchise the brand nationally, with the goal of opening 100-125 stores in the next five years. While the region West of the Mississippi River is the primary target for expansion, Rumbi Island Grill President Stuart Gee said the company will consider all viable offers.

In seeking franchise partners, Gee believes Rumbi Island Grill will be an attractive investment because "there is no other major restaurant competitor in the tropical fast casual cuisine category and there's a great return on investment ratios. At malls or shopping developments, there is a saturation of certain kinds of restaurant food -- Mexican, Italian, Asian, pizza, sandwiches, etc. Many of these investors are looking for new concepts that won't compete with their existing brands. Rumbi Island Grill is a perfect fit."

Rumbi Island Grill is seeking experienced operators of restaurant brands. Operational acumen is essential. Said Gee, "We want someone who puts food -- the quality and service -- as their top priority and believes in our concept." Rumbi Island Grill is prepared to support franchise owners with a "plug and play system" covering all the crucial aspects of the restaurant business -- from operations and training to hiring techniques, lease negotiations, and architectural arrangements.

Rumbi Island Grill specializes in made-to-order gourmet rice bowls, fresh hand-chopped salads with full flavor profiles and homemade dressings, fish, pork and chicken platters, sandwiches, soups and sides like sweet potato fries and homemade chips and salsa. Rumbi opened its first restaurant in Salt Lake City in 2000 and now has 23 units in three states -- Utah, Colorado and Arizona.

Interested investors will be able to inspect a model franchise store near downtown Salt Lake City beginning April 23. The 1,600 square-foot model on Fourth South is an original Rumbi restaurant that's been redesigned with a clean, edgy, minimal look accented with original tribal art and exposed bamboo. The model seats approximately 70 diners inside and another 20 on the patio. Future models will range in size from 1,500-2,000 square-feet. A second model is being retrofitted in Draper, Utah.

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