

## Sales Increases Continue for 16th Consecutive Quarter at Bruegger's Enterprises, Inc.

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### Comp Sales Increase 5.4 Percent in First Quarter

Bruegger's Enterprises, Inc. today reported that first quarter system-wide gross sales were \$56.79 million, compared with \$50.53 million in 2007, marking a 12.4 percent increase. Revenue for comparable sales grew 5.4 percent at company locations and 4.3 percent system-wide for the first quarter ending April 15, 2008. This period marks 16 consecutive quarters of growth for the fast casual leader.

'We are very pleased with these results which exceeded budget and are especially significant given the current economic environment,' said Bruegger's Chief Executive Officer James J. Greco. 'We are committed to consistently providing a memorable guest service experience along with a menu featuring delicious, wholesome offerings and these core attributes drive our financial performance.'

During the first quarter Bruegger's opened six corporate bakeries, including its first two airport locations at Cincinnati/Northern Kentucky International and Boston Logan International, as well as one franchise-operated bakery bringing the total to 278 bakeries in 22 states and the District of Columbia. Additionally, in February, the company acquired Triangle Bagels, Inc. a franchisee of 14 Bruegger's locations in North Carolina and Bagel Factory, Inc. an operator of five bagel bakeries located in Philadelphia and its suburbs. New bakeries have made their debut in Washington D.C., Ohio and California and expansion will continue throughout the year in markets across the country.

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