

Quality Restaurant Ventures Moving Three Brands Forward - Sobik's Claims Position as Orlando's Original Sub Chain

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Quality Restaurant Ventures Inc. (OTC Pink Sheets: QRVS) announced today that it has initiated a broad based marketing program to support the company's Wing Way and Sobik's quick serve food brands. Additionally the Central Florida based company is set to unveil a new food brand targeting commercial and industrial centers. Since Mr. Tim Murray was appointed President of QRVS at the beginning of 2008 numerous operational, personnel and marketing changes have taken place.

"Our current push is to realign Quality's flagship brand Sobik's with its 39 year history in Central Florida," explained Murray. "Sobik's heritage runs deep in this community where we've been recognized as the hometown sub shop chain that has always served the biggest and best steak subs in town. We decided to turn this long-standing reputation into our market positioning and take advantage of the many creative avenues this opens for promotions, merchandising and advertising."

Sobik's opened its first Orlando location in 1969 and currently has 22 franchised sub shops in the Central Florida marketplace. Three Sobik's franchises also operate with Quality's co-brand Wing Way, which serves several types of buffalo wings, as well as Angus burgers and fries. The young brand's positioning capitalizes on promoting its image with a combination of street signs and road icons such as red stop signs and yellow road signs all leading down roads to Wing Way locations.

QRVS also expects to soon unveil the name of its new division targeted at food service operations in large office buildings. The company is just completing operational and menu refinement at an undisclosed test location.

Quality believes that this is a largely untapped marketplace where food service locations are needed to serve office workers pressed for time at breakfast and lunch. Quality has recently developed a new corporate collateral piece targeted at area developers and real estate management companies that ties all three brands together as food service solutions for large industrial and commercial complexes.

About Quality Restaurant Ventures Inc.

Quality Restaurant Ventures Inc. develops new restaurant concepts, and invests in regional fast-food concepts with high growth potential, enhancing their operations while preparing them to become national franchise opportunities.

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