

## Einstein Bros. Bagels Announces Signing of Franchise Development Agreement

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### Franchisee Plans to Open Five Restaurants in Five Years in Texas

Einstein Noah Restaurant Group, Inc. (NASDAQ:BAGL) is pleased to announce the signing of a multi-unit development agreement with Twins S & Z, Inc. to franchise Einstein Bros.(R) Bagels restaurants and continue to expand the popular brand.

Based in Texas, Twins S & Z plans to open five Einstein Bros. restaurants within the next five years in the state of Texas, specifically in Collin and Grayson counties north of Dallas.

"The craveable food and comfortable atmosphere of the popular Einstein Bros. brand fit in well with the neighborhood," said Junaid Akbar, president of Twins S & Z. "I am pleased that we are planning to bring its neighborhood friendly atmosphere and variety of great tasting menu items with high-quality ingredients and quick casual service to the residents."

When the franchised restaurants open their doors, neighbors and guests in the Collin or Grayson communities will be able to fill their breakfast, lunch and snack cravings with Einstein Bros. Bagels' menu, featuring award-winning bagels and shmear varieties, made-to-order breakfast and lunch sandwiches, Darn Good Coffee(R) and specialty coffee drinks, hearty soups, fresh innovative salads, baked goods and decadent desserts.

"We believe that Twins S & Z is going to be a great franchisee for the continued growth of our brand," said Kevin Kruse, vice president of franchise development. "We are pleased to see Junaid join the Einstein Bros. Bagels family and are committed to supporting them and all of our franchisees, present and future, as the system continues to grow."

Paul Carolan, senior vice president of franchising and licensing, added, "Einstein Noah Restaurant Group is in growth mode. Junaid and his franchises are expected to play a major role in our growth efforts going forward."

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