

Einstein Noah Restaurant Group and ARAMARK Sign Multi-Unit Development Agreement

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Companies to Open Einstein Bros. Restaurants in License Locations across Country

Einstein Noah Restaurant Group (NASDAQ:BAGL) announced today that it has signed a strategic license development agreement with ARAMARK, to open Einstein Bros.(R) Bagels licensed locations over the next few years.

The Einstein Bros. restaurants are planned to open in selected locations in which ARAMARK provides dining solutions. As a leader providing award-winning food services on college campuses, health care facilities, sports and entertainment venues and corporate campuses nationwide, ARAMARK currently operates 42 Einstein Bros. and one Noah's restaurant.

"Our growth in the license arena has accelerated greatly over the last few years, thanks in large part to the help of ARAMARK," said Paul Carolan, senior vice president of franchising and licensing for Einstein Noah Restaurant Group. "As a leading provider of food and support services, ARAMARK is a great partner to have, especially in the college and university environment."

The popular Einstein Bros. brand has a diverse menu that contains high-quality offerings, including hand-crafted sandwiches, fresh-baked breads, home-style soups, tempting sweets, artisan-roasted coffee and award-winning bagels.

There are more than 400 company, franchised and licensed Einstein Bros. restaurants across the country featuring an atmosphere that combines the friendliness of the local neighborhood with a tradition of great tasting, quality food and hospitable service.

"ARAMARK has been a strong partner over the last five years, and I'm pleased we have entered into this agreement," said Paul Murphy, CEO of Einstein Noah Restaurant Group. "I believe this agreement and the results it should generate will play a key role in our ability to meet our growth strategy over the next five years."

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