

Baja Fresh, La Salsa and Sweet Factory, Positioned for Growth and Expansion Throughout the United States and International Markets, Sponsors Ownership Seminar in Atlanta
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California-based Fresh Enterprises, the new owners of Baja Fresh Mexican Grill, and La Salsa Mexican Grill as well as the California-based Sweet Factory, announced today that they are opening the Atlanta market for accelerated franchised expansion of all three concepts. Under new ownership, the companies will host a Franchise Ownership Seminar in Alpharetta, Georgia, on August 7, 2008 at the Hyatt Place North Point Mall.

'Baja Fresh, La Salsa and Sweet Factory are strategically focused on growing into new markets, and we feel that Atlanta is perfect for all three of our brands,' said James Walker, Chief Development Officer for all three brands. 'We feel that hosting the Franchise Ownership Seminar will be advantageous to individuals searching for the perfect franchise opportunity.'

Baja Fresh and La Salsa are also focused on making locations more cost efficient and effective to aid in the company's growth. Baja Fresh has downsized its restaurant design to approximately eighteen hundred square feet, twelve hundred square feet less than the original design.

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