

Einstein Bros. Bagels Announces Signing of Franchise Development Agreement for San Antonio Area
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Restaurateur Plans to Open Seven Restaurants in Five Years throughout Bexar County, Texas

Einstein Noah Restaurant Group (NASDAQ:BAGL) is pleased to announce the signing of a multi-unit development agreement with restaurateur Charles Loflin to franchise Einstein Bros.(R) Bagels restaurants and continue to expand the popular brand in Texas.

Operating more than 32 restaurants of various fast casual brands throughout the Southwestern region of Texas, Mr. Loflin could add seven Einstein Bros. restaurants to his franchise collection within the next five years, specifically in Bexar County which includes all of the San Antonio market. The first restaurant is scheduled to open in early 2009.

"The craveable food and comfortable atmosphere of the popular Einstein Bros. brand fit in well with the neighborhood," said Mr. Loflin, new franchisee of Einstein Bros. "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 of the area."

When the franchised restaurants open their doors, neighbors and guests in San Antonio and communities throughout Bexar County will be able to fill their breakfast, lunch and snack cravings with Einstein Bros.' 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 Charles is going to be a great franchisee for the continued growth of our brand in Texas," said Kevin Kruse, vice president of franchise development. "We are pleased to see Charles join the Einstein Bros. family and are committed to supporting him 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. We anticipate that Charles will help perpetuate our high name recognition throughout Texas and his franchises are expected to play a major role in our growth efforts going forward."

There are 33 Einstein Bros. restaurants currently open in the state, 23 company-owned locations and 10 licensed venues.

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