

FOR IMMEDIATE RELEASE

Contact:

Amy Sousa
Borshoff Johnson Matthews
317-631-6400 (office)
317-403-8296 (mobile)

Charley Biggs' Chicken N' Sauce™ opens at first major University

INDIANAPOLIS – Charley Biggs' Foodservice announced today the opening of a "Chicken N' Sauce" kiosk on the campus of Indiana University.

"The Charley Biggs' brand and flavor profiles are designed, in part, to appeal to younger generations of consumers" said Gerry Hays, president and CEO of EquityThink Holdings, the parent company of Charley Biggs'. "In particular, the Charley Biggs' program is well suited to the demographics of universities."

Sandra Fowler, Director of Dining Services for Indiana University, said that opening a Charley Biggs' kiosk simply makes sense. "We look for programs that are simple to execute, cost-effective, and, most importantly, will enhance the dining experience of our customers. The Charley Biggs' program meets each of these criteria."

Charley Biggs' Chicken N' Sauce offers an innovative Quick Serve Restaurant (QSR) brand and growth strategy for C-stores, grocery retail, travel centers, and universities. For more information, visit our Web site at www.charleybiggs.com.