



**CAFÉ
YUMM!**

Press Release

Eugene, Oregon-March 8, 2007

EXECUTIVES JOIN RANKS OF CAFÉ YUMM!

Café Yumm! has hired three top executives to help expand their restaurant business and develop their franchise operations. **John Shickich** is Vice President of Franchise Development. He previously served as Executive Vice President of International Development at Taco Time International, Inc. Shickich is the only Certified Franchise Executive in the State of Oregon, as designated by the International Franchise Association. He has over 15 years of franchise development experience.. **Ed Gerdes** is Vice President and General Counsel. He has almost 20 years experience in real estate, small business development, negotiation, and risk assessment. **Darrell Hames** is Operations Manager. He most recently served as Food and Beverage Director at the Crowne Plaza Hotel in Lake Oswego and has over 20 years of restaurant management experience.

About Café Yumm!

Café Yumm! operates two popular fast-casual restaurants in the Eugene/Springfield area serving soul satisfying, deeply nourishing signature Yumm! Bowls, bentos, salads, and soups covered with various specialty sauces. Café Yumm! offers fresh, high-quality ingredients, freshly prepared in a distinctive, comfortable atmosphere. Through our values, including pursuit of the Triple Bottom Line balancing Social, Environmental, and Economic considerations, Café Yumm! offers ingredients that are sustainably grown and naturally raised. Café Yumm! opened its first restaurant in 1997. To learn more, visit www.cafeyumm.com.

CONTACT: Café Yumm!

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SOURCE: Beau Delicious! International, LLC, franchisor of Café Yumm!

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