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SOUPEr SALAD FRANCHISEE OPENS NEW BUFFET IN MERIDIAN, IDAHO

SAN ANTONIO, Texas, October 14, 2008, Souper Salad, Inc. known for its great-tasting homemade soups and specialty salads at affordable prices announced the opening of a new franchise-owned buffet in Meridian, Idaho, just outside of Boise. The new unit is owned and operated by Bryan and Krista Cromar together with partner Ron Kennedy through Fresh Frontier, LLC. The 4,556 square foot restaurant, with a seating capacity of 159, is positioned in the popular Centre Pointe Marketplace located on Eagle Road.

The new Meridian Souper Salad restaurant is designed to provide diners with a wide variety of fresh made salads, pastas, homemade soups, baked potatoes, desserts and other hot promotional items, all served in a friendly family environment. All soups and salads are made on-site using fresh produce and high-quality ingredients.

"Souper Salad is proud of Krista and Bryan and the tradition of excellence they will be bringing to the communities they serve," said Tim Taft, President and CEO of Souper Salad, Inc. (SSI Grandy's LLC). "This is a significant step toward our goal of brand expansion through franchising".

The new Souper Salad restaurant has been designed with family in mind. It features a lunch and dinner buffet, all served in a family-style setting with an inviting and energetic atmosphere. If customers don't have time to dine they can take advantage of Souper Salad's to-go services.

"We offer our lunch and dinner buffet for only \$6.79 and \$7.29, making us an affordable dining option for families in the area," said owner Krista Cromar. "There is tremendous excitement throughout the community about Souper Salad coming to Meridian, it has been a long time in the making" said Bryan Cromar. "We are 'Souper' excited to be a part of the Souper Salad family and look forward to serving the community our great tasting and exceptional quality food".

About Souper Salad, Inc.

Founded in 1978, San Antonio-based Souper Salad, Inc. operates two successful restaurant concepts under the Souper Salad and Grandy's brands. The company currently operates 151 locations in 17 states, including 85 company-owned stores and 66 franchise-owned and operated stores under its Souper Brands system. Over the past 30 years, Souper Salad has established a reputation across the Southwest for fresh, healthy and affordable dining in a casual, comfortable environment. Grandy's has served up fresh, homestyle meals in a quick service restaurant environment for the past 30 years.

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