

Souper Salad Unveils Initiative to Help Hungry Kids

Local Restaurants to Help Local Food Banks

SAN ANTONIO, Texas – (October 15, 2006) – Souper Salad has developed an initiative to help feed hungry children this holiday season.

The plan calls for each of its 87 restaurants to donate a portion of the proceeds from their “Eat Well Gift Card” sales to a food bank in its local area. “Statistics show that 12 million American children go hungry every night,” said Hazem Ouf, president and chief executive officer. “We wanted to reach out to those children, and we felt the best way to do so would be through the food banks.”

The initiative is a real-world adaptation of Souper Salad’s motto, “We care how well you eat.”

The gift card food bank initiative is scheduled to last through December 31. Four different designs of Eat Well Gift Cards are available for purchase in-store and online.

About Souper Salad: Souper Salad is a privately held company, headquartered in San Antonio, Texas. The restaurant chain operates 87 locations in 12 states offering a buffet-style dining experience. It plans to implement new franchising and re-franchising opportunities in 2007, with the goal of expanding to the east coast in six different states, and increasing the number of stores it has in the southwest, especially in Oklahoma and Nevada. For more information, visit www.souper salad.com.



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