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THE GREENE TURTLE BREAKS INTO ENTREPRENEUR FRANCHISE 500

Having Debuted in The Prestigious Ranking of Opportunities in January, Maryland's Famed Sports Bar and Grille Reappears in April Issue Among "Top Restaurant Franchises of 2010"

EDGEWATER, Md. (June 1, 2010) – After making its debut earlier this year on the Franchise 500, *Entrepreneur's* list of leading franchises, The Greene Turtle has again been recognized among the elite class of opportunities in a followup feature on "Top Restaurant Franchises of 2010," published in the April issue of the magazine.

The Greene Turtle broke into the annual ranking at #465 this past January. The acknowledgement capped off a year in which the casual dining/sports bar chain went on the offensive, launching its first formal expansion effort, opening five combined franchise and company sites* and signing agreements representing 12 new franchise locations. The Greene Turtle grew 35% in total units from 2007 to 2009, the issue reports, and saw a nearly 50% jump in franchise units. Currently, the chain has 23 open restaurants, including 10 franchise locations. Plans calls for expansion to more than 150 locations over the next five years.

"We are thrilled to have made the 'Franchise 500' for the first time, by this latest acknowledgement as one of the top restaurant franchises, and especially by the momentum The Greene Turtle has achieved since launching our growth initiative," said CEO J. Michael Sanford. "We look forward to climbing higher in the annual ranking as we expand further throughout the East and strengthen our system with highly motivated and savvy franchisees."

Such a rise would certainly seem to be in the making: Newer locations within the chain are trending significantly higher in annual sales. The Greene Turtle also has enjoyed a surge in growth activity recently. Since late 2009, the chain has opened its first company and franchise sites in Virginia, and signed additional franchise agreements for that state, for its native Maryland and for its first two franchise sites in Delaware. New franchise locations are scheduled to open in Chesapeake, Va., Owings Mills, Md., and Rehoboth Beach, Del., all later this month.

The Greene Turtle is reinforcing its already strong system with a variety of new tools to support these and its other existing locations. The company has established its first advertising co-op to support a group of Baltimore and Washington, D.C.-based franchise and company-operated locations, firmed up strategic marketing programs with professional sports teams including the Washington Capitals, Baltimore Orioles, and Washington Freedom women's soccer, and recently announced a strategic alliance with the U.S.O. of Metropolitan Washington. Last month, The Greene Turtle also rolled out a new menu aimed at increasing its already above-average sales of high-profit beverages.

* between December 2008 and January 2010

“We’re intent on growth and committed to everything that goes into achieving and sustaining it,” said Sanford. “From providing the right tools and marketing opportunities for our restaurants to creating a menu that keeps existing customers excited and regularly attracts new ones, to aggressively negotiating for the best spaces and leases, to strategically opening company sites that let us keep a close eye on local market forces, we are taking the necessary steps to ensure steady and intelligent expansion.”

In Comfort Food and Particularly Burgers, Chain Offers Franchisee Strength

Noting that among the “strongest showings” within the restaurant ranking were concepts specializing in comfort food, *Entrepreneur’s* “Top Restaurants” feature calls out a key characteristic that has frequently been credited for The Greene Turtle’s popularity: In addition to watching their favorite teams on big screen TVs around the interior and meeting friends for a few drinks in relaxed and welcoming surroundings, fans flock to The Greene Turtle to enjoy their favorite comfort foods. The menu boasts eight different burger options as well as a bite-sized sliders, six varieties of chicken wings, flatbread pizzas, sandwiches, soups, salads, wraps and full-course steak, chicken and fish entrees - in short, something friendly, familiar and satisfying to suit every palate.

That The Greene Turtle is known for its burger selection is a particularly valuable asset for the concept, according to the reporters who analyzed the “Franchise 500” results for the January issue. In an article accompanying the ranking, entitled “Out of the Bunker,” writer Jason Daley points to 2010 as being “a banner year for burgers.”

In addition to the pending openings scheduled for later this month, The Greene Turtle expects to open new franchise locations in both Olney and Pasadena, Md. later this year, as well as a company site in Hampton, Va. The chain is seeking candidates to take advantage of additional franchise opportunities in Virginia, North Carolina, South Carolina, New York, New Jersey, Pennsylvania, West Virginia, Connecticut, Georgia and Florida.

Franchisees of The Greene Turtle secure the right to use the company’s brand, marks and systems, take advantage of strategic purchasing benefits typically unavailable to independent operators, and access a host of support teams and tools focused on their success. Ideal candidates will have experience in restaurant, hospitality or foodservice operations and the financial backing to cover an \$855,000 to \$1.5M per-site investment for leased space, construction, furniture, fixtures and equipment. Interested investors should contact Vice President of Franchise Development Tom Finn, at (410) 956-4694, ext. 121, or tfinn@thegreenturtle.com.

About The Greene Turtle and The Greene Turtle Franchising Corp.

First opened in Ocean City, Md., in 1976, The Greene Turtle today covers markets across Maryland and extends into Washington, D.C., Virginia and Delaware. Combining comfort food, a casual atmosphere and a sports bar and restaurant theme marked by big screen TVs broadcasting local and national events, “The Turtle” has become a popular year-round destination for families and friends of all ages. Franchise opportunities are available throughout the Eastern United States to qualifying investors. For more information, contact Vice President of Franchise Development Tom Finn at (410) 956-1200, ext. 121, or tfinn@thegreenturtle.com, or visit www.thegreenturtle.com.