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FOR IMMEDIATE RELEASE

THE GREENE TURTLE HOSTS MULTI-SITE FUNDRAISER FOR THE LITTLE THINGS FOR CANCER

Locations in Maryland, Delaware, Virginia and Washington, D.C. Will Donate 10 Percent of November 15 Revenue to Organization That Supports Cancer Patients and Their Caregivers

EDGEWATER, Md. (November 3, 2011) – The Greene Turtle Sports Bar & Grille announced today that on November 15 it will conduct a fundraising effort in support of The Little Things for Cancer (<http://tlt4c.org/>) at 15 of its restaurants throughout Maryland, Delaware, Virginia and Washington, D.C.

Based in Columbia, Md., The Little Things for Cancer (TLT4C) is dedicated to improving the quality of life for patients affected by all forms of cancer, offering support based on the particular needs of each family. In addition to striving to reduce stress and anxiety for the person affected by cancer, the organization also funds services to give a patient's caregivers a much-needed break.

In accordance with The Greene Turtle's longstanding and largely successful "Funds For Friends" program, each restaurant involved in the effort will donate 10 percent of the entire day's revenue on November 15 to the organization, encouraging members, their friends, families and other supporters to come out and dine throughout the day to help maximize the contribution. The following corporate-owned and franchise locations will participate in the event:

Delaware: Lewes

Maryland: Columbia, Edgewater, Hanover, Hunt Valley, La Plata, Mt. Airy, Prince Frederick, Salisbury and Westminster

Virginia: Dulles, Fredericksburg, Hampton and Leesburg

Washington, D.C.: The Verizon Center

Specific addresses, operating hours, menus and other details on each location are available online at www.thegreenturtle.com.

Last month, five franchised locations of The Greene Turtle in Olney, Germantown, Frederick, Hagerstown and Owings Mills, all in Maryland, teamed up to conduct a similar event to benefit TLT4C. In addition to the always-strong appeal of its popular comfort food menu, family friendly dining, relaxed, welcoming bar scene, sports décor and big screen TVs, several sites tempted customers out to the fundraiser with silent auctions, raffles, guest bartenders and other attractions. The effort helped raise more than \$1,800.

"It's so rewarding to see even the slightest sign of relief when we help ease the burden borne by a cancer patient or caregiver," said TLT4C Director Wendy Letow. "We are so grateful to The Greene Turtle for opening its arms and its doors to us in this way, and to all those who came out and supported our efforts

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last month. With so many more locations involved in our November 15 event, we hope many more of our friends and neighbors will find the time to come out and enjoy a great time for a great cause.”

Through its "Funds for Friends" program, The Greene Turtle has helped local organizations raise more than half a million dollars. Participating groups arrange a specific date or segment of the day with individual restaurants and, in exchange for encouraging members, friends and family to visit the restaurant, receive a portion of the proceeds taken in by the restaurant for that designated period. The program is one of several that have been cited as instrumental in The Greene Turtle being named a Maryland state recipient of the National Restaurant Association's Restaurant Neighbor Award.

“It's an honor and pleasure to give something back to so many worthwhile groups and causes,” said J. Michael Sanford, CEO of The Greene Turtle. “From our partnering organizations to our corporate and restaurant employees to our franchisees throughout the Mid-Atlantic region and of course to our many loyal customers, the enthusiasm we see for supporting the community is one of the most rewarding parts of this business.”

About The Greene Turtle Sports Bar and Grille and The Greene Turtle Franchising Corp.

First opened in Ocean City, Md., in 1976, The Greene Turtle combines comfort food, a casual atmosphere and a sports theme to create a popular venue where families, friends and fans feel at home. With 30 locations in Maryland, Virginia, Delaware and Washington, D.C., “The Turtle” has become a popular year-round destination for families and friends of all ages. AOL users in Baltimore named the chain “Best Sports Bar” (December 2010) and CBS Baltimore named The Greene Turtle among the best local spots to enjoy “March Madness.” Addresses, menus, operating hours, specials and more may be found online at www.thegreeneturtle.com, as well as on each restaurant's Facebook page.

The majority stakeholder in Edgewater, Md.-based The Greene Turtle Franchising Corporation is JPB Capital Partners, a Columbia, Md.-based private equity partner for lower- to middle-market companies located throughout the Mid-Atlantic and Southeast regions of the United States. The Greene Turtle recently rose more than 100 places in *Entrepreneur's* annual “Franchise 500” list to #339 (January 2011) and placed highest among all sports bar franchises. 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@thegreeneturtle.com, or visit www.thegreeneturtle.com.

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