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BUBBA burger® TO OPEN ORIGINAL BUBBA burger GRILL™ RESTAURANTS

America's #1 Selling Branded Burger to Launch National Restaurant Chain With Its First Locations in Jacksonville, FL

JACKSONVILLE, FL (February 24, 2011) BUBBA burger®, the number one selling branded burger in America, is announcing the development of its Original BUBBA burger Grill™ restaurants. The announcement was made by Billy Morris, President and CEO.

Original BUBBA burger Grill™ is a fast casual restaurant chain featuring a menu centered around all varieties of the premium BUBBA burger® – or BUBBAs – including its Original, Sweet Onion, Jalapeno, Reduced Fat, Mini BUBBA Bites, All Natural and Certified Angus Beef® as well as the new All Natural Turkey BUBBA burger.

"BUBBA burger® is already the number one choice in America's homes and backyards", says Morris. This will make BUBBA burger Grill™ ideally positioned for success and growth in the premium burger segment of the restaurant industry.

Guests of BUBBA burger Grill™ will create their own unique BUBBA by selecting from a wide variety of options including their choice of BUBBA burger variety, buns, toppings, cheeses and sauces. Additional options include the BUBBA chicken sandwich and a mini BUBBA dog platter.

"Our BUBBA fans have been asking us for years to open restaurants where they could get their BUBBAs on the go when they were away from home," said Morris. "Our new BUBBA burger Grill will feature the great taste, quality and personality that our customers nationwide have come to expect from our famous BUBBA burger®."

Following the chain's initial four units currently under development in Jacksonville, FL, BUBBA burger Grill™ plans to grow across the country through traditional restaurant locations as well as food courts, airport locations, college campuses and sporting venues.

In addition to the continued growth of corporate-owned locations, the Original BUBBA burger Grill™ is also focused on nationwide growth with select business partners.

For more information on BUBBA burger Grill™ visit www.bubbaburgergrill.com or at BUBBA burger Grill on Facebook®.

About BUBBA burger®

The BUBBA burger® is America's #1 selling branded frozen burger. The BUBBA burger® is made from 100% Choice Chuck and our Turkey BUBBA burger is 100% Natural All White turkey. The BUBBA burger® is designed to be cooked frozen. Find them in your local grocer's freezer nationwide! Remember, Bubba says, "You'll Never Bite A Burger Better Than A Bubba!™" For more information on BUBBA burger® visit the website at www.bubbafoods.com or check out The Official BUBBA burger Fan Page on Facebook®.