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Paradise Bakery & Café Coming to Cherry Creek

DENVER – July 20, 2006 -- Paradise Bakery & Café, one of the nation's leading fast casual dining concepts, has acquired the former Wolfgang Puck Express location at 2900 E. 2nd Avenue in Cherry Creek. The existing space will be converted to a Paradise Bakery & Café and is slated to open in October 2006.

"We have been looking for a Cherry Creek location for years now," said David Birzon, COO of Paradise Bakery & Café Inc. "In particular we have been interested in the corner which fronts Fillmore Plaza and are delighted we could make the deal. We believe the Paradise concept is perfect for the area and anticipate great success in this premier location."

FM Paradise, the local franchisee, currently owns and operates five Paradise Bakery & Cafés in the Denver area. In addition to the new Cherry Creek location, FM Paradise has finalized leases at the new ReMax International Headquarters in the Denver Tech Center; the new Southlands Lifestyle Center in Aurora; and are currently in negotiations for seven additional locations, anticipated to be developed over the next three-year period.

With corporate offices in Aspen and Phoenix, Paradise Bakery & Café Inc. operates over 41 company-owned or franchised locations in ten states, including the five restaurants in Denver. The company, one of the leaders in the industry's "bakery and café" segment, operates stores in Aspen, Phoenix, Boston, Dallas, Indianapolis, Omaha, Portland and Salt Lake City, among other markets. The popular restaurants include free-standing units, office buildings and major mall locations.

The Paradise Bakery & Café concept offers freshly prepared baked goods made from scratch every morning from the finest ingredients available including a variety soups, salads, sandwiches, breakfast dishes and its famous cookies.

Paradise has earned national recognition for providing exceptional service and producing the finest quality products. Since 1976, the company's founders have been building a business, but more importantly, they have been living and communicating a way of life that has become the soul and culture of Paradise Bakery. The goal at Paradise Bakery & Café is to create, from the presentation and product quality to the exceptional service, an experience that is memorable.

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