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## **FOR IMMEDIATE RELEASE**

### **Boundless Brands Announces Multi-Unit Scooter's Coffeehouse Expansion in Dallas/Forth Worth area**

Omaha, Nebraska, May 3, 2011 – Boundless Brands, franchisor for Scooter's Coffeehouse, is announcing a multi-unit expansion agreement with new franchisee, Steve Villet.

The agreement includes the development of a minimum of 10 Scooter's Coffee drive-thru stores to be opened in the Dallas-Fort Worth metroplex over the next 5 years. Dallas, Forth Worth and Austin, TX, have been targeted as growth areas in the franchise plan. Scooter's Coffee is an Omaha-based specialty coffee company, founded in 1998 with nearly 90 locations currently in seven states. Todd Graeve, Director of New Business Development for Boundless Brands stated, "We're very excited about the opportunity to add Mr. Villet to our franchise family. Our relationship with Steve reflects our vision and stated goal of expanding the franchise with business-minded individuals or groups interested in opening multiple locations." Boundless Brands, as the franchisor, brings extensive experience, quality products and systems, operational support and marketing expertise to the relationship.

Steve Villet became interested in a Scooter's Coffee franchise after seeing its success first-hand in the Omaha area. Villet said, "I am excited about the opportunity to introduce the Scooter's Coffee drive-true concept to the Dallas-Forth Worth area, and continue the success that Scooter's has found in the Midwest."

Graeve added, "Coupling a strong franchisee with a quality concept like Scooter's Coffee allows for continued success as we expand in Texas and nationally. Dallas-Forth Worth is such a great market, and we feel like our business principals of 'Amazing People, serving Amazing Drinks, Amazingly Fast' will be compatible with the needs of our future customers there."

Other targeted growth areas for multi-unit sales include Kansas City, St. Louis, Chicago, Denver, Minneapolis/St. Paul, Tulsa/Oklahoma City and Indianapolis. Visit [www.scooterscoffee.com](http://www.scooterscoffee.com) for more information and franchise opportunities in expanding markets.