

SCOOTER'S

COFFEE & YOGURT

FOR IMMEDIATE RELEASE

Scooter's Coffee & Yogurt Announces Houston Expansion

January 16, 2011 – Boundless Enterprises, franchisor for Scooter's Coffee & Yogurt, is announcing a multi-unit expansion agreement with new franchisee, Riyaz Hakani.

The agreement includes the development of multiple Scooter's Coffee & Yogurt locations in the Houston, TX area. Construction for the first locations will begin in 2012.

Riyaz Hakani became interested in the Scooter's franchise opportunity after seeing its success first-hand in the Kansas City area. Mr. Hakani said, "Scooter's Coffee and Yogurt is beginning to develop a presence in Texas. Bringing Scooter's to Houston in 2012, while other multi-unit franchisees do the same in Austin and Dallas/Ft. Worth, drives a development and branding synergy that I'm very excited about. I noticed Scooter's expansion in Kansas City and the Midwest, and became a big fan of the coffee. I believe that Scooter's will be well received in Houston."

Todd Graeve, Director of Business Development for Boundless Enterprises stated, "We're very excited to welcome Riyaz into the Scooter's franchise family. As Scooter's expands nationally, Houston must be a part of that development plan. To have a quality developer and operator, like Mr. Hakani, leading the way in that market only strengthens our plans and strategies for Texas and other southern regions."

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Founded in 1998, Scooter's Coffee & Yogurt is a Nebraska based specialty coffee & self serve frozen yogurt franchise with over 90 locations in seven states. Scooter's is recognized by customers for its convenient locations, amazing quality and amazing service and has been voted "Best of Omaha" 12 years in a row, "Best of Kansas City" on the "A-List", "Best of Council Bluffs" and "Best of Northeast Nebraska". Scooter's was also recently named the #3 fastest growing coffee franchise by CNBC and was also named #39 on the The Future 50 fastest growing small businesses in the United States by Restaurant Business. Visit www.scooterscoffee.com for more information and franchise opportunities in expanding markets.

www.facebook.com/scooterscoffeehouse

For more information:

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New Business Development

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