



FOR IMMEDIATE RELEASE

Boundless Enterprises Announces New Scooter's Coffeehouse Location

Omaha, Nebraska, October 11, 2010 – Boundless Enterprises, the franchisor for the Scooter's Coffeehouse franchise system, has announced a new location, which opened at the Gateway/Westfield Shopping Mall in Lincoln, NE. This is the eighth Scooter's Coffeehouse location now open in the Lincoln area, with an additional Scooter's store currently under development.

The new Scooter's Coffeehouse location is part of a co-branded effort with "Cherry on Top" frozen yogurt and is locally owned and operated by Rita Metcalf and Jason Metcalf and their partner Sam Manzitto.

"We're excited to be introducing this new co-brand concept to Lincoln. We'll be serving award-winning Scooter's coffee drinks while offering our customers a superior yogurt product. What separates Cherry on Top from other yogurt concepts is the experience of creating your own combination of yogurt and toppings," said Jason Metcalf. "What separates Scooter's Coffeehouse is the amazing combination of people, products and service. To have the opportunity to bring them together is truly special."

Metcalf and his partners had reviewed the Cherry on Top concept with contacts in the Los Angeles area and recognized the growth potential for self-serve yogurt and in turn, recognizing the success of the Scooter's Coffeehouse franchise, the Cherry on Top franchise team found an opportunity to expand by opening with Scooter's in Nebraska.

Todd Graeve, who directs New Business Development for Boundless Enterprises stated, "While we focus largely on drive-thru kiosks for the Scooter's Coffeehouse model, this fits the need for an indoor concept on an entirely new level. We are excited to support Rita, Jason, and Sam. They are an important part of our franchise family."

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Boundless Enterprises is also the parent company of Harvest Roasting in Bellevue, Nebraska, which supplies the Scooter's Coffeehouse franchisees with coffee beans and other related products.

Scooter's Coffeehouse is an Omaha-based specialty coffee franchise, founded in 1998, with more than 80 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" 10 years in a row and "Best of Kansas City" on the "A-List" for 2008 and 2009. Scooter's serves a variety of specialty lattes, espresso beverages, coffee, blended fruit and espresso smoothies, teas, and

pastries. Visit www.scooterscoffee.com for more information and franchise opportunities in expanding markets.

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