



FOR IMMEDIATE RELEASE

Boundless Enterprises Announces Purchase of Scooter's Coffeehouse Franchise

Omaha, Nebraska, October 1, 2010 – Boundless Enterprises, which currently owns and operates 22 Scooter's Coffeehouse stores, is announcing its purchase of the franchise business from SJE, Inc.

The purchase does not affect the ownership by individual franchisees, but gives Boundless Enterprises control over future franchise sales and operations, and an opportunity to help further strengthen the Scooter's brand, quality control and service.

Boundless Enterprises was established in 2006 with four stores, by Don Eckles, Jay Baker and Ben Gilbert, with others joining in 2008 and 2009. It acquired development rights for the Greater Kansas City metro area, Denver, and San Antonio/Austin areas. Boundless Enterprises has three additional locations under construction and several others under development. They employ approximately 135 employees in five states. It 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.

Eckles serves as President, and is the original founder of Scooter's Java Express/Scooter's Coffeehouse, developing the company into seventeen successful locations before entering into a purchase agreement with SJE, Inc. Gilbert, also a successful former franchise owner serves as CFO/CIO. Baker, (COO) was previously the largest franchisee of Scooter's Coffeehouse, and stated, "We will be able to take our operational knowledge, and transition our success to existing and future Franchisees of Scooter's Coffeehouse." Todd Graeve, formerly CFO of Scooter's Coffeehouse, joined Boundless last year. Prior to joining SJE's corporate team, Graeve, along with Shawn Bouwens, was the Area Developer for the

Kansas and Missouri areas. He currently directs New Business Development. Shawn Bouwens also joined the Boundless team in 2009. He heads up site development and construction.

Having a clear vision for national growth, Boundless has identified certain Midwestern markets in which to implement a more dynamic expansion of the Scooter's Coffeehouse franchise. Those markets include Kansas City, St. Louis, Chicago and Denver. Graeve stated, "Site selection is already under way, and we're actively seeking business people interested in owning multiple stores. Much of the new development and regional expansion of Scooter's Coffeehouse will come through our current and future relationships with multi-store business owners."

"We are well-equipped to assume control of the franchising company, and together with the Scooter's franchisees, build a strong company," said Don Eckles. "We are excited for this tremendous opportunity and look forward to strong and long-term relationships with our franchisees." "Our focus will be finding and developing amazing people, ... serving amazing drinks...amazingly fast".

Also joining the Boundless Enterprises team is Laurie Kobza, as Marketing Director, effective October 1st, and Tracy Bouwens, Director of Franchise Support, effective November 1st. Laurie brings over 30 years' experience in marketing and advertising and Tracy has been with the Scooter's franchise system in varying capacities including store manager, owner and area developer.

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 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, blended smoothies, teas, and pastries. Visit www.scooterscoffee.com for more information and franchise opportunities in expanding markets.

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For more information:

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