



FOR IMMEDIATE RELEASE

Boundless Enterprises Announces New Self-Serve Frozen Yogurt Franchise Concept

Omaha, Nebraska: June 16, 2011 – Boundless Enterprises LLC, the owner and franchisor of Omaha-based Scooter’s Coffeehouse, has announced a new yogurt franchise concept.

“Yoji Frozen Yogurt”, a self-serve frozen yogurt concept, is being introduced as a second addition to the Boundless Enterprises franchise company. The first location will open at the Legends Mall in Kansas City, KS on June 22nd. Yoji Frozen Yogurt will open in a co-brand space with Scooter’s Coffeehouse, which will reflect the beginning of a strategic expansion by Boundless Enterprises to co-brand Yoji Frozen Yogurt and Scooter’s Coffeehouse in select locations, such as malls. In addition to the Legends Mall, Boundless Enterprises is actively reviewing additional locations and projects 3-4 additional co-brand store openings before the end of the year.

“We believe that coffee and yogurt are a complementary and exciting pairing for our customers,” stated Todd Graeve, Director of New Business Development for Boundless Enterprises. “In addition to a natural product synergy between Scooter’s and Yoji, the business model offers optimization of space and labor. These collective ideas have driven the vision behind the strategic expansion of the two brands.”

Jay Baker, COO for Boundless Enterprises agreed. “Customers know Scooter’s for its amazing drinks and signature recipes. When co-branding Yoji Frozen Yogurt with Scooter’s, we were motivated to create a yogurt concept that matched Scooter’s quality.

“In developing Yoji, we wanted to create a franchise concept and name that engendered the question: ‘What is Yoji?’ We tell them, ‘It’s whatever you want it to be.’ A selection of flavors and toppings to choose from will allow customers to create their own unique dish, their own signature recipe.”

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Scooter's Coffeehouse is an Omaha-based specialty coffee franchise, founded in 1998, with nearly 90 locations in seven states. They are actively looking for multi-unit franchise owners in expanding markets. Scooter's is recognized by customers for its convenient locations, amazing quality and service and has been voted "Best of Omaha" 11 years in a row and "Best of Kansas City" on the "A-List". Scooter's serves a variety of specialty lattes, espresso beverages, blended smoothies, teas, and pastries.

Boundless Enterprises LLC was established in 2006 by a team of experienced Scooter's franchisees, and currently owns 29 of the existing Scooter's Coffeehouse locations along with Harvest Roasting, which supplies beans and other related products to franchisees. Boundless purchased the Scooter's franchise in 2010, returning ownership to Scooter's original founder, Don Eckles and his partners. Boundless is now offering co-brand franchise opportunities with Scooter's Coffeehouse and Yoji Frozen Yogurt. Visit www.scooterscoffee.com for more information and franchise opportunities.

For more information:

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