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GO ROMA[®] RECEIVES RESTAURANT INDUSTRY'S 2007 "HOT CONCEPTS!" AWARD

Coveted Industry Award Recognizes Chicago Area's Growing Fast Casual Restaurant Group

Northbrook, IL, July 11, 2007- Forklift Brands, is pleased to announce Go Roma[®] has been recognized and awarded The "Hot Concepts! Award," by *Nation's Restaurant News*, the newsweekly of the food service industry. The Hot Concepts! Award is a prestigious restaurant industry award which recognizes forward-thinking companies with rapid growth potential.

Each year the editors of *Nation's Restaurant News* select six emerging restaurant brands from across the United States that have distinguished themselves as Hot Concepts! The award is presented to companies for their innovation, successful businesses strategies and entrepreneurial spirit. Go Roma was selected as a Hot Concept! for 2007, and has now joined an elite group of restaurant brands that hold this distinction . The Go Roma team will receive this prestigious award at the Annual Multi Unit Foodservice Operators conference and Hot Concepts! celebration slated for September 29th in Los Angeles.

"This tremendous honor can be attributed to Go Roma's team, staff, and hourly employees and their dedication to the Go Roma vision," said Dave Wolfgram, CEO of Forklift Brands, parent of Go Roma.

Go Roma was created by restaurant veterans David Wolfgram, Jeff Drake, Russell Bry and Yorgo Koutsogiorgas, who worked together for years at Chicago-based Lettuce Entertain You Enterprises.

The men shared a passion for great Italian food, and committed themselves to providing delicious Italian food in a quick, casual setting to meet the needs and tastes of time-pressed, budget-minded, health-conscious food-lovers.

Whether grabbing lunch on the fly or sitting down for a casual family dinner, Go Roma provides a delicious fast casual experience. Go Roma offers a wide range of fresh Italian dishes, including hearty homemade soups, hand-stretched thin-crust artisan pizzas, seasonal entrée salads, flatbread sandwiches, tossed pasta, and a variety of homemade desserts. The chefs at Go Roma use only the freshest ingredients available and meals are served very quickly. All menu items are priced from \$5 - \$10; a separate menu for children is available. Wine is served in half bottles so parties of two can each have one reasonably-priced, generous glass of quality wine.

Reminiscent of stylish urban lofts, Go Roma restaurants are designed with clean lines, angular architecture, modern lighting fixtures, customized lithographs and bold colors. Comfortable leather booths and flexible seating options are ideal for business lunches, working professionals and families with small children.

Go Roma opened its first Chicagoland restaurant in 2004 in Warrenville, Illinois. Since then the restaurant chain has grown quickly, with eight locations in Illinois: Northbrook, Deer Park, Lincolnshire, Oakbrook, Warrenville and Bolingbrook, and the Gold Coast on Chestnut and State Streets – plus a location in

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Merrillville, Indiana. With a strong and experienced management team at the helm, a dynamic hospitality concept and consistently high ratings from guests, Go Roma is poised to expand rapidly and strategically.

About Forklift Brands

Forklift Brands is the parent company of three dynamic concepts in California, the Midwest and Texas: Boudin Bakery, Go Roma Italian Kitchen and Austin's Park. Boudin Bakery is the creator of San Francisco's Original Sourdough French Bread. The Boudin family of restaurants includes Boudin at the Wharf in San Francisco, Boudin Bakeries & Cafes throughout Northern and Southern California, and its newest fast casual restaurant, Boudin SF. Go Roma, with eight locations in Illinois and Indiana, is a rapidly-expanding fast casual Italian restaurant company. Austin's Park is located in Austin, Texas and combines the fun of an amusement park with an all-you-can-eat pizza buffet. Forklift Brands is headquartered in San Francisco.

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