



Blue Moon Mexican Cafe Signs First Franchise Agreement

New Restaurant to Open in Morristown, N.J. This Fall

WYCKOFF, N.J. -- (*BUSINESS WIRE*) Wednesday July 18 -- Blue Moon Franchises, LLC announced today the signing of its first franchise agreement. The company's initial franchise unit will be located in Morristown, New Jersey and plans to open in Fall 2007. The new Blue Moon Mexican Cafe will be owned and operated by Luna Azul Investments, LLC, headquartered in Englewood, NJ.

"Signing this agreement is a significant first step in the growth of Blue Moon Mexican Cafe through franchising," said Howard Felixbrod, founder and CEO. "We have a very loyal customer base in Bergen County and I am very optimistic we will duplicate our success in Morristown."

The newest Blue Moon will be located at 90 South Street, next door to The Community Theatre at Mayo Center for the Performing Arts. "It's a phenomenal location for a Blue Moon, in a great town and we're looking forward to becoming a fixture in the community," said Felixbrod.

The Blue Moon Mexican Cafe, a popular metro New York area Mexican eatery, announced in May that it intends to expand throughout the Northeast U.S. and has formed Blue Moon Franchises LLC. The new company is actively seeking qualified owner/operators and has set a goal to award seven to ten new franchise locations within the next year.

For information on franchise opportunities please call Howie Felixbrod at 201-848-4088.

About Blue Moon Mexican Cafe

The Blue Moon Mexican Cafe is a full-service neighborhood Mexican restaurant. Fresh, homemade and creative Mexican and Southwest fare are served in a fun and inviting atmosphere. The business places an emphasis on quality along with a dedication to phenomenal customer service.

Blue Moon Mexican Cafe opened in the Chelsea section of Manhattan 20 years ago. In 1990, a second Manhattan store was opened on the Upper East Side. Then, in 1995, BMMC moved across the river and opened the first suburban Blue Moon in Bergen County, New Jersey. Four additional sites have since been opened in Northern NJ and Southern NY in very diverse locations. The business announced the formation of Blue Moon Franchises LLC in May 2007.

Interviews with the Blue Moon Management team and pictures are available upon request.

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