



NEWS RELEASE FOR IMMEDIATE RELEASE

Restaurant News! Maid-Rite, a Midwest casual dining restaurant chain that stakes its iconish fame on its “delicious fresh ground beef seasoned to perfection sandwiches,” says it wants to open one of its franchise restaurants in Creston soon.

“We feel with Creston’s population base, being a retail shopping hub for the surrounding communities and with Maid-Rites brand familiarity; it would be a great city to expand into with one of our franchisee restaurants,” emphasized Bradley L. Burt, Maid-Rite's President & CEO.

The Des Moines based company is currently seeking a franchisee for the Creston area and is willing to review potential locations with interested franchisee prospects for an excellent site for one of their attractive "retro diner-style" restaurants.

The typical floor plan of a Maid-Rite restaurant ranges from 1,800 to 2,200 square feet to accommodate seating for sixty to seventy customers.

Maid-Rite has been in business since 1926 and has 67 franchisee locations in the Midwest. The residents of Creston should be familiar with Maid-Rite’s trademarked logo and sandwiches since there used to be a Maid-Rite restaurant in Creston years ago.

A new franchisee doesn't necessarily need a restaurant background. Maid-Rite has its own corporate training center in Des Moines called Maid-Rite University, which helps train franchisees new to the restaurant business. The company also sends in an entire training team to help the new franchisee and its employees through the opening and start up stages.

Maid-Rite, with our great tasting, yet affordable, menu options, is popular with customers of all ages. You can't beat the mouth-watering taste of one of our unique fresh ground beef sandwiches served along with one of our Blue Bunny Ice Cream malts or shakes. I think the people of Creston deserve the best in what we have to offer in our Maid-Rite restaurants. “We are hopeful we will find a franchisee in Creston so we can have a new Maid-Rite up and running in the not to distant future,” Bradley Burt pointed out.

When you think about Maid-Rite and our fresh ground beef sandwiches that our customers have been enjoying since 1926, just remember our slogan, "Our Name Says It All." “That's why we want to be back in Creston; so everyone has the opportunity to enjoy a Maid-Rite,” Tania Burt proudly stated.

For more information on the opportunities for owning and operating a Maid-Rite franchise restaurant in Creston, visit Maid-Rite's website at www.maid-rite.com, call the company headquarters in Des Moines at 515-276-5448.

- 30 -

For additional information, contact:
Bradley Burt, President & CEO
Maid-Rite Corporation
515-276-5448