



UFood Grill
feel great. eat smart.

For Immediate Release

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**AS UFOOD GRILL PREPARES TO EXPAND INTO
THE MILITARY CHANNEL, THE COMPANY'S BOSTON
RESTAURANTS MARK VETERANS DAY WITH FREE
MEALS FOR VETERANS AT LOCAL RESTAURANTS**

Boston, Mass., October 31, 2011 - UFood Restaurant Group Inc. (OTCBB: UFFC) is celebrating this Veterans Day, November 11, with free meals for all veterans at its UFood Grill Boston locations.

All veterans can receive a free meal with military ID. The offer is available at UFood's Boston locations: 530 Washington Street at Downtown Crossing and 201 Brookline Avenue at the Landmark Center in the Fenway.

UFood is expanding into the military channel and has been approved by the Army and Air Force Exchange Service (AAFES) to build and operate three UFood Grill units at Aberdeen Proving Ground in Maryland. Additionally, UFood has signed a joint venture agreement with MBUF, LLC, a private investment group of military veterans, to focus on the expansion of the UFood Grill concept on U.S. military installations around the world. The Aberdeen units are the first project of the joint venture.

"As a veteran myself, I want to give back to fellow veterans," said UFood CEO George Naddaff. "The military is so important to our country and it's important to our company - we are preparing to expand into the military channel with our Aberdeen Proving Ground locations. We are grateful to our veterans for their service and thank them by way of this offer."

The place where "delicious meets nutritious," UFood Grill is committed to offering consumers food that tastes great, is lower in calories and fat, and healthier. UFood boasts a wide-ranging menu that includes lean burgers, rice bowls, salads, wraps and smoothies.

About UFood Restaurant Group, Inc.

Headquartered in Boston, Mass., UFood Restaurant Group, Inc. is a franchisor and operator of fast-casual food service restaurants. UFood Grill offers a healthy lifestyle alternative to consumers in the fast-casual restaurant space and is positioned to become a leading player in the "better-for-you" quick-serve restaurant category. The Company is led by franchise innovator George Naddaff, who founded Boston Market and led the franchising of several companies including Sylvan Learning Center and VR Business Brokers. Mr. Naddaff has assembled a veteran management team with a successful record in the franchise market. UFood is currently launching a growth plan to franchise nationwide. To learn more, visit www.ufoodgrill.com.

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 involving known and unknown risks, delays, and uncertainties that may cause our actual results or performance to differ materially from those expressed or implied by these forward-looking statements. These risks, delays, and uncertainties include, but are not limited to: risks associated with the uncertainty of future financial results, our reliance on our sole supplier, the limited diversification of our product offerings, additional financing requirements, development of new products, government approval processes, the impact of competitive products or pricing, technological changes, the effect of economic conditions and other uncertainties detailed in the Company's filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statements.

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