



**UFood Grill**  
feel great. eat smart.

**For Immediate Release**

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## **UFOOD GRILL HELPS COLLEGE STUDENTS' APPETITES FOR HEALTHIER FOOD WITH BUY ONE, GET ONE DISCOUNTS IN BOSTON**

**Boston, Mass., December 5, 2011** - UFood Restaurant Group Inc. (OTCBB: UFFC) is helping college students fuel their minds while watching their wallets with buy one, get one free promotions at its UFood Grill Boston locations.

The college offers are:

**•Burger Bash: buy one burger, get one free every Sunday, Monday and Tuesday**

UFood's better-for-you, great-tasting burgers are lower in fat and calories than typical fast food burgers and are available in four varieties: lean beef, turkey, veggie or free-range bison. The Bison Burger contains 88 percent less fat and 31 percent fewer calories than average fast food burgers.

**•Smuuthie Saturdays: buy one Smuuthie, get one free on Saturdays**

UFood's Smuuthies are simple and delicious, made with fat-free frozen yogurt, juice and fresh fruit. A great source of calcium, protein and B vitamins, customers can make their own, choosing from a variety of yogurt, fruit and nutritious add-ins, or can select from flavors like Mango Mayhem and Passionate Peach.

The college offers are available at UFood's Boston locations: 530 Washington Street at Downtown Crossing and 201 Brookline Avenue at the Landmark Center in the Fenway. The offer applies to students at all local colleges, including Boston University, Boston College, Northeastern University, Emerson College, UMASS Boston, Simmons College, Emmanuel College, Suffolk University, Harvard University and MIT, and college students with a valid ID from any college.

"The thousands of great minds that come to Boston to attend college are also highly aware of the importance of nutrition," said UFood CEO George Naddaff. "We hope that these promotions will allow local students to enjoy our better-for-you food while staying within their tight college budgets."

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. UFood has been approved for expansion into the military channel and will open the first of three units soon at Aberdeen Proving Ground in Maryland.

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### **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](http://www.ufoodgrill.com).

### **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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