



**FOR IMMEDIATE RELEASE**

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## **UFOOD EXPANDS SOCIAL MEDIA EFFORTS, EXPLORES DEVELOPMENT IN MILITARY CHANNELS**

**Company retains The Castle Group to increase online marketing efforts and develop potential military relationships for expansion**

**Boston, Mass.; December 6, 2010** - UFood Restaurant Group Inc. (OTCBB: UFFC) announced today that it is expanding its social media efforts and online presence to better engage with UFood Grill consumers and shareholders through Facebook, Twitter, YouTube and other social media applications. Additionally, the Company will pursue opportunities for expansion on military bases and to the military community.

UFood Grill retained The Castle Group ([www.thecastlegrp.com](http://www.thecastlegrp.com)), an agency with a unique blend of restaurant, social media and military experience, to develop closer relationships with consumers and the investor public by engaging with customers, creating and sharing content, and building a dialogue around healthy lifestyles and nutrition.

In addition to expanding the Company's social media efforts, The Castle Group will also oversee the introduction of potential franchise and company-owned retail locations at military installations across the U.S.

"Social media has become the dominant vehicle for businesses and consumers to communicate and we want to evolve with it," said Charlie Cocotas, COO of UFood Grill. "UFood Grill wants to extend its shareholder communications and customer service beyond our retail locations. UFood Grill has a great story to tell and The Castle Group will dramatically improve our exposure and reach additional shareholders and consumers for better communication and interest in our brand. Additionally, we believe that our better-for-you fast casual concept is a natural complement to the fitness-focused military lifestyle, and we are excited about the potential to grow in that area."

### **About The Castle Group**

The Castle Group's clients want to go places and the agency gets them there – whether through a successful product launch, an ongoing visibility campaign or a marketing platform to support an

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exit strategy. The Castle Group's full-service public relations and events divisions deliver strategic, effective communications programs to clients, including brand strategies, media relations, social media programs, corporate and philanthropic events management, and travel-based and online sales incentives. An independent, women-owned business founded in 1996, The Castle Group is a member of the exclusive Public Relations Global Network. The agency is on the Web at [www.thecastlegrp.com](http://www.thecastlegrp.com).

### **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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