



FOR IMMEDIATE RELEASE

Contact:

UFood Restaurant Group, Inc.
Charles A. Cocotas, COO
617-787-6000

UFOOD RETAINS RESTAURANT MARKETING VETERAN JEFF BONASIA TO DRIVE NATIONWIDE FRANCHISE EXPANSION

Boston, Mass.: December 13, 2010 - With demand for healthier fast food increasing among consumers nationwide, UFood Restaurant Group Inc. (OTCBB: UFFC) announced today that it has retained Jeff Bonasia to assist in developing marketing programs to identify, attract and secure potential franchisees. The Company seeks franchisees that have a track record of success operating multiple food service franchise locations for mature brands and are seeking to become a part of a healthy quick-service concept to capitalize on this growing trend.

“Mr. Bonasia has extensive experience in developing marketing and communication programs to attract food service operators capable of operating multiple franchise locations,” said Charlie Cocotas, COO of UFood Grill. “His depth of experience in the quick-service restaurant industry will allow him to contribute to the successful growth of UFood Grill as it expands in traditional markets in combination with the success it is achieving in establishing locations in major airports across the country.”

As Senior Vice President with Hill Holliday, Mr. Bonasia oversaw the nationwide franchise expansion of Dunkin’ Donuts business under the tagline “America Runs on Dunkin” and managed McDonald’s efforts while at Havas’ Arnold Worldwide. Previously, Mr. Bonasia spent 12 years at Burger King Corporation serving as Senior Director of Advertising, Brand Image & Retailing and Product Marketing, spearheading initiatives that included the development of a new brand logo and award-winning advertising; new retail designs, menu board systems, packaging and uniforms; the development of Burger King’s Angus Burger and new kids’ products; and the introduction of interactive educational computer game systems for kids that were introduced in all company-owned restaurants.

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

-MORE-



successful record in the franchise market. UFood is currently launching a growth plan to franchise nationwide. To learn more, visit 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.

#