



**FOR IMMEDIATE RELEASE**

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## **UFOOD RESTAURANT GROUP PARTNERS WITH MINDSHARE TECHNOLOGIES FOR CUSTOMER SATISFACTION AND LOYALTY PROGRAM**

**Boston, Mass., March 28, 2011** - UFood Restaurant Group Inc. (OTCBB: UFFC) announced today that the company has retained Mindshare Technologies to implement a comprehensive customer satisfaction program.

Mindshare's process captures customer feedback, resulting in real-time reporting that allows clients to act on data and make operational improvements, resulting in greater customer satisfaction.

"In addition to serving great tasting, healthy food, our growing company must also focus on operational excellence to develop and maintain long-term customer relationships," said UFood CEO George Naddaff. "Mindshare's platform will allow us to do just that by immediately obtaining customer feedback and acting upon it to ensure customer satisfaction."

UFood Grill is committed to offering consumers food that is both delicious and nutritious, with a wide-ranging menu that includes lean burgers, rice bowls, salads, wraps and smoothies. The company currently has eight locations in Boston, Dallas and Cleveland, including airports (Logan Airport, Dallas Ft. Worth International Airport, Cleveland Hopkins International Airport), urban areas and Parkland Memorial Hospital in Dallas. Additionally, UFood Grill will open two new restaurants at Aberdeen Proving Ground in Maryland in May, marking the company's entry into the military channel.

### **About Mindshare Technologies**

Mindshare drives operational improvement. Using Mindshare, companies improve operational excellence, foster consumer satisfaction, build customer loyalty, and support employee retention. Our industry experts guide clients in building comprehensive enterprise feedback management (EFM) solutions. Mindshare's proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive reporting. Mindshare serves more than 25 different industries including travel, hospitality, restaurant, financial, salon, automotive, and retail. For information, visit [www.mshare.net](http://www.mshare.net).

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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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