



**FOR IMMEDIATE RELEASE**

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**UFOOD RESTAURANT GROUP PARTNERS  
WITH WORLD FRANCHISE ASSOCIATES LTD.  
TO PURSUE EXPANSION IN THE MIDDLE EAST**

**Boston, Mass., May 31, 2011** - UFood Restaurant Group Inc. (OTCBB: UFFC) announced today that the company has signed an agreement with London-based World Franchise Associates Ltd. to seek franchisees who will develop the UFood Grill brand in the Middle East.

“We are very excited about the potential for our brand in the Middle East,” said UFood CEO George Naddaff. “We know that people around the world have great enthusiasm for American quick-service restaurants, and we believe that this represents tremendous opportunity for our nutrition-focused concept.”

World Franchise Associates is an international franchise organization which assists franchisors in entering new international markets, as well as helping international franchise buyers acquire the best franchised business brands. World Franchise Associates is registered in London and is a division of World Franchise Holdings.

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 three airports (Logan Airport [2 units], Dallas Ft. Worth International Airport, Cleveland Hopkins International Airport), urban areas and Parkland Memorial Hospital in Dallas.

In addition, the company will be opening three units this year on the Aberdeen Proving Ground military base in Maryland, is approved to open two airport units in the Salt Lake City International Airport, and one unit in the Omni Club fitness center in Fort Myers, Florida. The company also recently announced an eight-unit franchise development agreement in Puerto Rico.

**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)

*-MORE-*



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

### **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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