



FOR IMMEDIATE RELEASE

Contact:

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

**UFOOD CEO GEORGE NADDAFF AND COO CHARLES A. COCOTAS
TO PRESENT AT NATIONAL INVESTMENT BANKING ASSOCIATION CONFERENCE
IN BOSTON AUGUST 18**

Boston, Mass., August 15, 2011 - George Naddaff and Charles A. Cocotas, CEO and COO, respectively, of UFood Restaurant Group Inc. (OTCBB: UFFC) will present an overview of the company at the National Investment Banking Association conference on August 18 at the Omni Parker House in Boston.

“This is a great opportunity to showcase the momentum of our brand to this audience of brokers, bankers and investors,” said Naddaff. “With our fall openings in the military channel, development agreements in place here and abroad, and the national focus on health and nutrition, I know that we have a compelling story to share.”

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. The company currently has eight locations in Boston, Dallas and Cleveland, including four airport locations (Logan Airport [2 units], Dallas Ft. Worth International Airport, Cleveland Hopkins International Airport), urban areas as well as Parkland Memorial Hospital in Dallas. This fall, the company will open three locations at Aberdeen Proving Ground in Maryland, marking its entry into the military channel.

In addition, UFood Restaurant Group is approved to open two 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.

More information on the conference is available at www.nibanet.org.

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

-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.

#