



FOR IMMEDIATE RELEASE

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**UFOOD RESTAURANT GROUP SELECTS SNOWBALL EXPRESS
AS CHARITY OF CHOICE
IN CONJUNCTION WITH OPENING AT ABERDEEN PROVING GROUND**

UFood to Develop Promotional Events to Benefit Work with Military Families

Boston, Mass., July 11, 2011 - UFood Restaurant Group Inc. (OTCBB: UFFC) announced today that the company has selected Snowball Express, a nonprofit organization that supports the families of fallen military heroes who have passed away on active duty since Sept. 11, 2001, as its charity partner in conjunction with the upcoming opening of three UFood Grills at Aberdeen Proving Ground in Maryland.

UFood will develop promotions at the new restaurants that will raise money for and awareness of Snowball's important work to support families who have lost a parent in military service. Snowball Express was recently recognized in Parade magazine as one of First Lady Michelle Obama and Dr. Jill Biden's favorite groups supporting military families. UFood previously sponsored The Courage Cup, a golf fundraiser to benefit Snowball Express, at the Army Navy Country Club (ANCC) in Arlington, Virginia in April. More information can be found on their website at www.snowballexpress.org.

"As a veteran myself, I am proud to partner with a wonderful organization like Snowball Express that is working hard to support the families whose parents and partners have made the ultimate sacrifice in their military service," said UFood CEO George Naddaff. "As we enter the military channel through our upcoming openings at Aberdeen Proving Ground, we will work to raise both money and awareness for this important cause."

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.

UFood Restaurant Group 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.

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“We are deeply grateful to George Naddaff and the UFood Restaurant Group for selecting Snowball Express as their charity partner,” said Snowball Express Chairman Francis “Buck” Kern. “We are honored to be associated with and supported by UFood, an organization committed to providing healthy food to families and equally as committed to supporting our military families. Our mission is to create hope and new memories for the children of our fallen military heroes. Our partnership with UFood will help us offer support to more of these very special and deserving families.”

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.

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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