



FOR IMMEDIATE RELEASE

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**UFOOD RESTAURANT GROUP RAMPING UP
INTERNATIONAL DEVELOPMENT EFFORTS
WITH WORLD FRANCHISE ASSOCIATES LTD. PARTNERSHIP**

Boston, Mass., August 22, 2011 - UFood Restaurant Group Inc. (OTCBB: UFFC), through its partnership with London-based World Franchise Associates Ltd., is launching an aggressive expansion strategy to identify franchisees who will develop the UFood Grill brand in Europe and the Middle East.

“The time is right for our brand to establish a global presence,” said UFood CEO George Naddaff. “We have tremendous momentum, everyone is focused on health and nutrition, and we know that we are a brand that will appeal to people around the world who are seeking delicious, fresh food that is good for them.”

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 one unit in the Omni Club fitness center in Fort Myers, Florida and recently announced an eight-unit franchise development agreement in Puerto Rico.

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.

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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

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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