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Larry King Set to Open First West Coast Original Brooklyn Water Bagel Co. in Beverly Hills on Friday, March 18

First 100 Customers to Each Receive a Half Dozen Bagels FREE; West Coast Brooklynites to Receive Free Bagel and Choice of Beverage throughout Grand Opening Weekend

Boca Raton, Fla. (March 17, 2011) – The Original Brooklyn Water Bagel Co., together with legendary broadcaster Larry King, will open the doors to the company’s inaugural West Coast location in Beverly Hills at **262 South Beverly Drive**, on **Friday, March 18** at **6 a.m.** The first 100 customers will be welcomed with a free half-dozen bagels. Throughout grand opening weekend, West Coast Brooklynites wearing Brooklyn gear will receive a free bagel and choice of beverage. One per customer, per visit.

“I am excited about bringing a taste of my native hometown to Beverly Hills...a city that has become my home,” said King, national spokesperson and master developer for the company’s Southern California region. “We will be making Brooklynized™ water – the key ingredient in the bagels I was brought up with in Brooklyn – right here, in Southern California!”

Since “it’s all about the water,” the location’s focal point will be a front-and-center stainless steel Brooklyn water processing plant, cased in polished seamless glass. It is here that the Brooklynized water will be manufactured, bottled and capped under 24-hour spotlights.

In addition to featuring its signature innovative bagel and specialty menu, The Original Brooklyn Water Bagel Co. in Beverly Hills will offer California-style Omelet menu items such as a Matzo Brei with Apple Chutney; Cinnamon & Apple-Walnuts, Honey & Goat Cheese; Asparagus-Egg White Omelet with Parmesan, Scallion & Pumpkin Seeds; and Avocado with Tomato Salsa, Shredded Cheddar with Sour Cream-Avocado Oil. Additional menu items will include: pizza melts, Scooper melts and freshly cut fries.

The 3,700 square-foot location, open 6 a.m. until 9 p.m. daily, will seat 70 indoors. The outside will accommodate 24 diners amidst lush landscaping and shaded seating.

“Southern California has one of the highest concentrations of Brooklyn natives and is a supreme location for this concept,” said Steven M. Fassberg, CEO and president of The Original Brooklyn Water Bagel Co. “Centrally located between Wilshire Boulevard and Rodeo Drive, we anticipate considerable traffic from those familiar with the Brooklyn water bagel, as well as those taking a bite for the first time.”

About The Original Brooklyn Water Bagel Co.

Founded in 2009 in Delray Beach, Fla., The Original Brooklyn Water Bagel Co. is positioned to revolutionize the quick service food industry worldwide. With proprietary water technology that creates Brooklynized™ water, the company allows its franchises to produce a distinctive Brooklyn bagel anywhere in the world. The Original Brooklyn Water Bagel Co. is presently selling franchises throughout the country using the Development Agent model. For more information, call 877-BAGEL-80 or visit www.brooklynwaterbagels.com.