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Brooklyn Water Enterprises Inc. Signs Deal to Become Part of College Town at Florida State University

*Company Offers Bagels, Pizza & Pasta, and Coffee
Concepts Together For First Time On a College Campus*

Boca Raton, Fla. (Nov. 14, 2011) – Brooklyn Water Enterprises Inc., the pioneering company that creates Brooklynized™ water for use in all its restaurants' food, beverage and bakery products, today announced that it has signed an agreement to open its first The Original Brooklyn Water Bagel Co., The Original Brooklyn Water Coffee Co. and The Original Brooklyn Water Pizza & Pasta Co. on a college campus at Florida State University's new College Town development. The deal is part of a company-wide initiative to open eateries on campuses across the country.

Slated to open in the summer of 2013, College Town will be a premier urban-designed community linking downtown Tallahassee to the FSU campus. Brooklyn Water Enterprises will take up 5,800 square feet in the development and have about 1,700 square feet of outdoor seating.

"Our diversified concepts are a perfect fit for colleges since we offer students, faculty, staff and area residents our superior products at an aggressive price point that will meet the demands of college communities across the country," said Steven M. Fassberg, founder, chairman and CEO of Brooklyn Water Enterprises Inc.

College Town will be a 150,000-square-foot entertainment complex consisting of restaurants, night life, retail stores and student lofts.

"We are working on making College Town one of the hubs of college life at FSU, and Brooklyn Water Enterprises offers what we are looking to offer in our mix of eateries – high-quality, unique dining experiences with a great concept," said Andy Miller, president and CEO of Seminole Boosters Inc., which is overseeing the development.

About Brooklyn Water Enterprises Inc.

Brooklyn Water Enterprises Inc. evolved from the first The Original Brooklyn Water Bagel Co. restaurant founded in 2009 in Delray Beach, Fla. It grew from a one-location proof-of-concept restaurant into a multi-faceted conglomerate. The company's subsidiaries are: The Original Brooklyn Water Bagel Co., The Original Brooklyn Water Bottling Co., The Original Brooklyn Water Coffee Co., The Original Brooklyn Water Pizza & Pasta Co., The Original Brooklyn Water Pretzel & Ice Co., The Original Brooklyn Water Finance Co., and The Original Brooklyn Water Blast Frozen Bagel Co. For more information, call 877-BAGEL-80 or visit www.brooklynwaterbagels.com.

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