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## **The Original Brooklyn Water Enterprises Launches Finance Company to Speed Expansion**

**Opens Franchise Opportunities to Many Shut Out by Conventional Financing**

**Boca Raton, Fla. (Aug. 2, 2011)** – The Original Brooklyn Water Enterprises, the company that launched The Original Brooklyn Water Bagel Co., the pioneering bakery/café restaurant that creates Brooklynized™ water for use in all of its food, beverage and bakery products, today unveiled a new finance company. The Original Brooklyn Water Finance Co. will help fuel the company’s explosive growth, and it has already made its first loan to Michael D’Angelo, the company’s first franchisee and former New York City firefighter, to open restaurants in more locations. He opened his first restaurant in Palm Beach Gardens, Fla.

“Our finance arm will give qualified people who may not be able to get loans through conventional channels an opportunity to open a franchise or expand existing operations,” said Steven M. Fassberg, president and chief executive officer. “With favorable terms for those who qualify, the finance company will help catapult franchise development across the country.”

Conventional loans through banks or the U.S. Small Business Administration often come with many restrictions, high interest rates and large cash-on-hand requirements, which disqualify many people. The Brooklyn Water Enterprises Finance Co.’s more favorable terms, including such things as no pre-payment penalties or the ability to use a loan to pay for up to 90 percent of equipment costs, creates an opportunity for an entire group of franchisees who would not be able to afford it otherwise.

“Starting a business is hard enough under any circumstances, but in our current economic climate there are additional financing hurdles to overcome,” Fassberg added. “We’re doing everything we can to give people with an entrepreneurial spirit an opportunity to overcome those challenges, and to join us and help us grow.”

### **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](http://www.brooklynwaterbagels.com).