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The Original Brooklyn Water Bagel Co. Opening Three New Restaurants in Palm Beach County

Opening Soon in Jupiter, Lake Worth and Boca Raton

Boca Raton, Fla. (Nov. 16, 2011) – The Original Brooklyn Water Bagel Co., the pioneering bakery/cafe restaurant that creates Brooklynized™ water for use in all of its food, beverage and bakery products, today announced that it has finalized deals to open new restaurants in Jupiter and Lake Worth. That's on the heels of opening its newest location in Boynton Beach in late September. Plans call for another restaurant to open in Boca Raton as well, making Palm Beach County the hub of the fast-growing chain.

"We have had an overwhelming response to our authentic Brooklyn products that give many Northerners a real feeling of being back home," said Steven M. Fassberg, founder, chairman and chief executive officer of The Original Brooklyn Water Bagel Co. "While it's only natural to grow more rapidly in the area where we first started, our restaurant and food have been popular in locations that we have opened throughout the country – from South Florida to California."

In 2009, the company opened its first restaurant in Delray Beach. The following year, Michael D'Angelo, a former Brooklyn firefighter and Sept. 11 first responder, opened the first franchise in Palm Beach Gardens. The company has seen five new locations open this year, including the Beverly Hills, Calif. restaurant opened by Larry King, the broadcasting legend. Another 11 restaurants are in different stages of development, and are slated to open soon in areas of New York, Atlanta, Maryland, California, Connecticut, Massachusetts, North Carolina and Florida. In all, the company has 20 locations either open or under development.

The Jupiter restaurant at 201 N U.S. 1 in the Shoppes of Jupiter near the Cobb Theaters and Lake Worth location at 9855 Lake Worth Road in the Wood's Walk Plaza near a Publix Super Market are under construction and are expected to open in mid-December and early 2012, respectively.

"We started in Palm Beach County, opened our new headquarters here and continue having amazing growth here," said D'Angelo, who serves as the development agent overseeing the growth in Palm Beach County. "We're already a great homegrown success with tremendous potential for much more in the near future."

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.