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ELEVATION BURGER MAKES IT TO FINAL FOUR

Organic Burger Chain's Fan Base Turns Out for Washingtonian's Best Burger Bracket

Arlington, VA, March 30, 2009— Elevation Burger, a Northern Virginia based chain known for its tasty organic burgers and patented fresh cut fries cooked in olive oil made it to the semi-finals of Washingtonian's prestigious 2009 "Best Burger Bracket."

Washingtonian's 2009 Burger Bracket began with 32 worthy burger restaurants in the DC Metro Area. Local icon Five Guys Burgers and Fries was defeated in the quarter finals, leaving Elevation Burger versus BLT Steak and Eatbar versus Chadwick's to compete.

According to Washingtonian.com, the Elevation Burger versus BLT Steak race was a "neck-and-neck vote that was too close to call until right before we closed the poll. Both Elevation Burger and BLT Steak proved themselves to have a rabid fan base."

By a narrow margin, BLT Steak defeated Elevation Burger (51% of votes versus 49% of votes). Catherine from Washingtonian.com revealed the actual vote tally, given the tight race: "The final vote count was BLT's 5337 to Elevation's 5141. Close all the way."

Hans Hess, the CEO and Founder of Elevation Burger, said "We are thrilled to have made it so far in this competition, especially because this was a consumer choice bracket. BLT Steak offers a great burger, but their \$16 price point isn't practical for everyone. We pride ourselves on offering an organic, health conscious burger and fries meal that our customers can feel good about. We are affordable, health-conscious and environmentally friendly."

Elevation Burger fans turned out in droves to vote and post comments on the Washingtonian.com comment board. One customer posted "Elevation Burger is like an eco version of In-N-Out, which is basically the highest praise this Californian can give."

Elevation Burger has had an explosive amount of support from local patrons in the Washington, DC metro area since it first opened in 2005. The concept has received recognition in prestigious publications such as *Washingtonian* magazine and *The Washington Post* as "best shake" and "best burger" nominees. Founder Hans Hess received the "Green Business Visionary" award in 2008 from the Washington Business Journal.

About Elevation Burger:

Elevation Burger is a rapidly growing, fast casual concept serving 100% USDA-certified organic, 100% grass-fed, 100% free-range beef burgers and a patented process for fresh-cut french fries cooked in 100% heart-healthy olive oil. Founded by husband and wife entrepreneurs Hans and April Hess in 2005, the chain prides itself on an “elevated” experience and an organic/fresh approach that puts people and product ahead of profit. The first location opened in 2005, offering Northern Virginia a heart-friendly menu full of flavor. The innovative chain is rapidly expanding its Virginia-based organic burger concept throughout the United States and has 29 locations in development across Texas, Pennsylvania, New Jersey, Maryland, Northern Virginia, Washington, D.C. and Florida. Hans and April’s belief that “Ingredients Matter” has brought the restaurant rapid success and popularity. Driven by their passion for delicious food that’s organic, sustainable and fresh, Elevation Burger began franchising in 2008. Restaurants feature high-efficiency equipment as well as recycled, recyclable and rapidly renewable finishes, and the company even aims to certify newly constructed stores under the US Green Building Council’s LEED rating system – a rarity in the restaurant industry. Restaurants are 1,800-2,500 square feet and seat 50 to 150 guests with outdoor seating.

For more information or if you are interested in franchising please visit www.elevationburger.com or contact Kristin Martonik at 814-837-6858 or kristinm@fransmart.com

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