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CALIFORNIA TORTILLA SIGNS NEW LEASES IN MID-ATLANTIC ***Franchisees Look For Early 2009 Grand Openings in Alexandria and Mt. Airy***

ROCKVILLE, MD – Popular East Coast quick-casual chain California Tortilla today announced two new franchisee agreements, with JC Enterprises and the Illiano Group, with stores expected to open in Alexandria, VA and Mt. Airy, MD by early 2009. This deal fills in two of the few remaining pockets of the region where the chain did not have a presence.

JC Enterprises will open a location in the Hoffman Town Center in Alexandria, VA (301 Swamp Fox Road), just across the street from the high-traffic Eisenhower Ave. Metro stop. An established Subway franchisee, this will be the first California Tortilla restaurant for the group. The store will open for business before the end of the year with a January grand opening in the works.

The fast-rising Illiano Group purchased the franchise rights for Carroll County, MD. A Mt. Airy location is scheduled to open in Spring 2009. The group is also the area developer for The Greene Turtle and New York J&P Pizza.

“We are very proud and excited to announce that we will be introducing California Tortilla to Mt. Airy in the near future,” said Frank Illiano of the Illiano Group. “We were very impressed by the restaurant, as it is committed to serving wonderful food made only with fresh ingredients, selling the food at low, reasonable prices and providing a fun and exciting atmosphere for its patrons.”

Just what is California Tortilla? A quick-casual, Mexican restaurant with can't-find-them-anywhere-else, award-winning, critically-acclaimed, outrageously-popular burritos, bursting quesadillas, fabulous salads, the freshest ingredients, spunky cashiers and so much more. Check out our website www.californiatortilla.com for all of the scoop.

Where can I find California Tortilla? We're EVERYWHERE! Go to www.californiatortilla.com, for a listing of all our locations.

For more information, please call 301-545-0035 or visit our website, www.californiatortilla.com. Do you get the feeling that we want you to visit our website?

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