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## Mongolians invade Oldsmar! bd's Mongolian Grill Opens December 18<sup>th</sup>

*Unique create-your-own stir-fry concept opens its second Central Florida location*

TAMPA, FL (December xx, 2006) – bd's Mongolian Grill, the world's leading create-your-own stir-fry restaurant chain, will open its second Central Florida location in the Woodlands Square Shopping Center in Oldsmar, Florida on Monday, December 18 at 11am.

At bd's Mongolian Grill, guests will experience a fun, interactive, casual dining concept in a uniquely designed, high energy environment. Guests create their meal by choosing from a large variety of meats, seafood, fresh vegetables and savory sauces. The meal is then grilled on bd's 6-foot diameter, 600-degree flat grill – the focal point of the restaurant.

The xx-square-foot restaurant will also feature a full bar with five 42-inch plasma televisions, free wi-fi, seating for 240 guests and a large covered patio. Woodlands Square Shopping Center is a 300,000-square-foot shopping center, located at 3130-3150 Tampa Road in Oldsmar.

This is the second of 14 bd's to be developed in Central and West Central Florida by Mongrill, LLC, a franchisee of bd's Mongolian Grill. The LLC is a Tarpon Springs, Florida based company, owned and operated by restaurant industry veterans David Ulgenalp and Mike Schmidt.

“We're eager to introduce this new and unique, fun and energetic way of dining to Oldsmar,” said owner David Ulgenalp. “We look forward to meeting our neighbors and ringing in the holidays with them.”

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**More on Mongrill LLC Team**

Dave Ulgenalp is a resident of Tarpon Springs and is the majority owner of Mongrill, LLC. He is responsible for real estate, development and marketing. Ulgenalp owns 12 Panera Bread Franchises in the Midwest. Prior to becoming a franchisee, Ulgenalp was Vice President of Franchise Development for Panera Bread Company in St. Louis, Missouri. He also served in the same position for Checkers Drive-thru Restaurants in Clearwater, Florida.

Mike Schmidt, of Palm Harbor, serves as Operating Partner and also comes to Mongrill, LLC from Panera Bread. Schmidt started as an assistant manager of a single bakery café in Davenport, Iowa and ended up overseeing 14 bakery cafes as Director of Operations for Panera Bread of Iowa.

**About bd's Mongolian Grill**

Headquartered in Ferndale, MI, **bd's Mongolian Grill** is a privately owned restaurant company with 30 locations across ten states and two countries. The segment leader in the stir-fry craze, **bd's Mongolian Grill** is an interactive casual dining experience that focuses on connecting with every guest through a create-your-own stir-fry concept in a fun and energetic atmosphere.

Guests select their stir-fry from a large variety of raw meats and seafood, fresh vegetables and flavorful sauces to create a unique meal to satisfy their particular palate. Each creation is then grilled to perfection on **bd's** signature 6-foot diameter, 600-degree flat grill. At **bd's Mongolian Grill**, you rule your dining experience.

To learn more about **bd's Mongolian Grill** or to find the location nearest you, visit [www.GoMonggo.com](http://www.GoMonggo.com) or call (248) 398-2560.

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