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bd's Mongolian Grill® To Invade Oldsmar

Chain that extends from Midwest to Mongolia will have 14 Central Florida locations.

Tampa, FL September 26, 2006 Mongrill, LLC will soon open its second **bd's Mongolian Grill®** in Central Florida at the Woodlands Square Shopping Center. Scheduled to open in December of 2006, diners can look forward to experiencing a fun, interactive, casual dining concept in a uniquely designed, high energy environment. Guests create their meal by choosing from fresh meats, seafood, 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 Oldsmar restaurant is located in a newly constructed end cap next to Beall's Department Store. It will have seating for 240 people and feature a large covered patio, full bar, free Wi-Fi and five plasma TV's for sports viewing.

"We have high expectations for Oldsmar," said Dave Ulgenalp, one of the owners of Mongrill, LLC. Co-owner Mike Schmidt added, *"It's exciting to bring a dynamic new dining concept to an equally dynamic community. I look forward to being on a first name basis with our customers and becoming a part of this neighborhood."*

Ulgenalp and Schmidt are both restaurant industry veterans. Their company, Mongrill, LLC, has entered into an agreement to develop 14 **bd's Mongolian Grill®**, franchises throughout Central and West Florida. They expect to invest approximately \$1,000,000 per location over the next seven years.

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 27 locations across nine 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**, franchising opportunities, or to find the location nearest you, visit www.GoMongo.com or call (248) 398-2560.

