



GRILLED CHEESE TO GO

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**CHEESEBOY: GRILLED CHEESE TO GO TO OPEN FOURTH LOCATION
AT BOSTON'S PRUDENTIAL CENTER**

Company Continues with Plans to Add More Than Five New Locations This Year

Boston, Mass., May 16, 2011 – America's first quick-service grilled cheese franchise concept, Cheeseboy: Grilled Cheese to Go, will open its fourth location this summer at Boston's iconic Prudential Center, one of the most active retail locations in New England. The new kiosk, located in the Terrace Food Court of The Shops at Prudential Center, will offer customers the classic grilled cheese sandwiches and soups for which Cheeseboy is known.

Based in Boston, Cheeseboy plans to open more than five additional locations this year. The company also plans to begin franchising within the next 8-12 months after it establishes a strong operational foundation with numerous company-owned locations.

"We are very excited to open within The Shops at Prudential Center, which boasts one of Boston's great landmark buildings," said Cheeseboy founder and President Michael Inwald. "We believe that the Pru – with its mix of lunch-seeking professionals on weekdays and a consistent flow of shoppers, conventioners and visitors all week long – will be an ideal location for our concept, just as South Station has proven to be. We look forward to providing even more busy Bostonians with a fresh, satisfying, hot lunch on the go."

With a commitment to customer service, Cheeseboy is focused on offering customers freshly made classic grilled cheese sandwiches and soups. Their sandwiches are made with fresh, high-quality ingredients, including all-natural breads and premium cheeses sliced on premise. Customers can order classic grilled cheese combinations or customize their sandwiches with fresh vegetable and meat toppings. Hearty soups, including the classic tomato, snacks and beverages complete the menu.

About Cheeseboy: Grilled Cheese to Go

Headquartered in Boston, Cheeseboy: Grilled Cheese to Go is America's first quick-service grilled cheese franchise concept. The company is dedicated to bringing their "Cheeseboy Experience" to people everywhere, offering authentic grilled cheese sandwiches freshly made with high-quality ingredients and served by a professional, welcoming team. Founded in 2009 by Michael Inwald, Cheeseboy plans to expand nationally, with its initial development in the Northeast. There are three Cheeseboy locations: Boston's South Station, South Shore Plaza in Braintree, Mass., and Connecticut Post Mall in Milford, Conn. For more information, please visit www.cheeseboy.com. Follow Cheeseboy on Twitter @GoCheeseboy, find them on Facebook at www.facebook.com/gocheeseboy and learn more about the Cheeseboy story at www.youtube.com/gocheeseboy.

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