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DENVER INTERNATIONAL AIRPORT WELCOMES EINSTEIN BROS. BAGELS TO MAIN TERMINAL

DENVER – July 22, 2013 – Passengers passing through Denver International Airport (DIA) can now grab a coffee and bagel on the go at Colorado’s newest Einstein Bros. Bagels location.

Einstein Bros. Bagels opened today on the east side of level six inside DIA’s Jeppesen Terminal. The restaurant marks the second Einstein Bros. Bagels location at DIA, adding to the existing restaurant on the C Concourse.

The terminal location will be open from 5 a.m. to 10 p.m. daily and will feature a wide-ranging menu that includes artisan-roasted coffee, fresh-baked bagels, snacks, signature sandwiches and more.

This Einstein’s will be operated by Denver-based Mission Yogurt, Inc., which currently operates 11 other dining offerings at DIA, including the existing Einstein’s location on Concourse C. Mission will also operate local brand Root Down’s much anticipated airport location, opening in August.

"As our passengers have seen over the last 12 months, we are making great progress towards a robust increase in the variety of retail, food and beverage offerings in our airport," said Kim Day, Denver's Manager of Aviation. "Einstein Bros. Bagels is another step in that direction, and its popularity on Concourse C has demonstrated its appeal to our passengers. We are delighted to open this additional facility in the Jeppesen Terminal."

To celebrate the location’s grand opening, on Tuesday, July 30, from 4:30-8 a.m., Einstein’s will provide 5,280 complimentary bagels with shmear to DIA employees, as well as frequent customer rewards cards and special prizes. Additionally, travelers, employees and customers will enjoy a celebration in Jeppesen Terminal directly in front of Einstein’s, complete with “Spin the Wheel” prizes, coupons, the sounds of DJ Luna and appearances by Einstein brothers mascots, Melvin and Elmo.

“I’m proud to help bring another quality local dining offering to DIA,” said Rod Tafoya, owner of Mission Yogurt, Inc. “Our existing Einstein’s location at DIA is the franchise’s busiest in the country, and we think this one will be just as popular with travelers.”

About Mission Yogurt, Inc.

Denver-based Mission Yogurt, Inc. and its subsidiary companies own and operate food and beverage concepts primarily in high traffic airports. Boasting more than 18 years of experience in airport operations, Mission Yogurt, Inc. specializes in full-service dining and bars, fast food, and fast casual dining and bars. With a focus on high-quality food sourcing and environmental sustainability, Mission’s restaurant concepts offer travelers natural meats and organic produce, in an appealing environment. Closing 2012 with more than \$30 million in annual sales, Mission Yogurt, Inc. continues to grow, owning and operating restaurants at Denver International Airport, San Jose International Airport and San Diego International Airport. For more information, visit www.dia-food.com.

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates franchises and licenses locations under the Einstein Bros.®, Noah's New York Bagels® and Manhattan Bagel® brands. The Company's retail system consists of over 815 restaurants in 40 states and the District of Columbia. It also operates a dough production facility. The Company's stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information.

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