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**LEADING AIRPORT CONCESSIONAIRE MISSION YOGURT, INC. MARKS ENTRANCE INTO SAN DIEGO
INTERNATIONAL AIRPORT WITH OPENING OF EINSTEIN BROS. BAGELS IN TERMINAL 1**

First of Two Einstein Bros. Bagels Locations from Mission Yogurt, Inc. to Open within San Diego International Airport

DENVER – September 12, 2013 – Today, [Mission Yogurt, Inc.](http://MissionYogurt.com), a trend-setting airport concessionaire, is proud to announce the opening of Einstein Bros. Bagels in San Diego International Airport’s Terminal 1. The restaurant marks the first Einstein Bros. Bagels location at Lindbergh Field; however, Mission Yogurt Inc. will open a second outpost of the popular chain in Terminal 2 in early 2014.

The Terminal 1 location will be open from 6 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. It will employ 40 people.

“The Airport Authority is pleased to work with Mission Yogurt, Inc. in bringing Einstein Bros. Bagels to San Diego International Airport,” said Nyle Marmion, manager of concession development for the authority. “Passengers can now enjoy delicious offerings from one of the nation’s most popular bagel eateries. This opening reflects our goal to bring the best national brands to SDIA, along with top local, regional and international concepts.”

Mission Yogurt, Inc., currently operates 11 dining offerings at Denver International Airport, including two Einstein Bros. Bagels locations – one of which is the franchise’s busiest in the nation. Additionally, Mission Yogurt, Inc. operates a restaurant in San Jose International Airport, San Jose Joe’s, with two more concepts opening in the coming months.

“I’m excited to bring Einstein Bros. Bagels to San Diego International Airport, one of the premier airports in the nation,” said Rod Tafoya, owner of Mission Yogurt, Inc. “Our first Einstein’s location [at Denver International Airport] is the franchise’s busiest, and we think this one will be equally-well-received with airline 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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