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LEADING AIRPORT CONCESSIONAIRE MISSION YOGURT, INC. ANNOUNCES OPENING OF SECOND EINSTEIN BROS. BAGELS AT SAN DIEGO INTERNATIONAL AIRPORT

DENVER – Jan. 27, 2014 – Today, Mission Yogurt, Inc. is proud to announce the opening of its second Einstein Bros. Bagels location in San Diego International Airport. This location, in Lindbergh Field’s Terminal 2, will join an existing Einstein Bros. Bagels location, also operated by Mission Yogurt, Inc., which opened in September 2013 in Terminal 1.

This location will feature a wide-ranging menu that includes artisan-roasted coffee, fresh-baked bagels, snacks, signature sandwiches and more.

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 another Einstein Bros. Bagels to San Diego International Airport,” said Rod Tafoya, owner of Mission Yogurt, Inc. “We’ve seen a lot of success with this brand in both Denver and San Diego, and we’re happy to provide travelers another quality airport coffee shop experience .”

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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