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**TOGO'S TO CELEBRATE GRAND OPENING OF LINCOLN, CALIF., RESTAURANT
WITH HALF-PRICE PASTRAMI SANDWICHES AND GIVEAWAY ON JAN. 11**
"West Coast Original" to Give Away Tickets to International Sportsmen Expo at First Restaurant

Lincoln, Calif. – (Jan. 10, 2014) – Togo's Eateries, Inc., a "West Coast Original" since 1971, announces its first restaurant in Lincoln, Calif., will open on Saturday, Jan. 11 in Lincoln Crossing at 107 Ferrari Ranch Road, Suite 130. On opening day, customers can purchase a half-price regular #9 Hot Pastrami sandwich for \$3. The restaurant will also be giving away 15 tickets to the International Sportsmen Expo taking place from Jan. 9-12 in Sacramento.

"I'm proud to be able to share Togo's big, fresh, meaty sandwiches with members of the Lincoln community," said Togo's franchisee Randy Homan. "I am confident that Togo's excellent service along with its variety of fresh and delicious menu items will add a unique dining experience to this up and coming area."

At Togo's, there is a relentless commitment to using only the freshest, superior-quality ingredients and meats. Fresh baked Artisan bread, abundant quantities of freshly sliced lean pastrami, roast beef, turkey and other premium meats as well as hand-scooped California avocados are part of Togo's exceptional menu, and set the brand apart from other sandwich shops. The brand is widely recognized for its top-selling, #9 Hot Pastrami alongside its popular #24 Turkey and Avocado, by Togo's raving fans.

Togo's in Lincoln, Calif., will offer online ordering and catering services for in-store pickup. The new location is now serving guests daily from 10 a.m. - 8 p.m. For more information on the new Lincoln Togo's, call (916) 409-0392 or visit <http://www.togos.com>. Follow Togo's on [Twitter](#) and on [Facebook](#), and for all latest Togo's news, coupons and special offers delivered straight to your inbox, join the [Togo's Sandwich Club](#).

Recently, Togo's marked its 40th anniversary with more than 325 open and under development throughout the West. Even with this latest opening, Togo's is seeking to reach 400 new locations in California and other key markets such as Arizona, Colorado, Idaho, Nevada, Oregon, Utah and Washington over the next several years.

To fuel future growth, Togo's is actively recruiting passionate franchisees to bring its high-quality, fresh sandwiches to new western markets. Interested entrepreneurs can visit <http://www.togosfranchise.com> to learn more about single unit and multi-unit development opportunities with one of the [best franchise opportunities](#) in the sandwich category.

About Togo's Eateries, Inc.

Togo's was founded in 1971 by a young college student with a large appetite and little money looking to make sandwiches the way he liked them — big, fresh and meaty. Keeping in the spirit of the original, Togo's products are still made with only the highest quality ingredients; including fresh-baked Artisan breads, hand sliced premium pastrami, turkey and roast beef, as well as California avocados and cheeses. Togo's proprietary brand of old-fashioned Pastrami, 98 percent fat-free slow-roasted turkey, and Togo's homemade chicken and tuna salad set the brand apart from other sandwich shops. With more than 325 locations open and under development throughout the West, Togo's is a franchise-based business that offers online ordering and catering services. For more information call 1.877.718.6467 or visit <http://www.togosfranchise.com>. For general information on Togo's Eateries Inc., please visit <http://www.togos.com>.

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***Photos and company logo available upon request.*



NEW RESTAURANT OPENING UPDATE

Lincoln, CA

1/11/2014

Togo's opened our newest location in Lincoln, Ca Saturday, January 11th. Franchisees Randy and Kris Homan welcomed new guests to the restaurant with \$3.00 Pastrami Sandwiches and had lines out the door. Our opening team did a fantastic job supporting this effort. Please welcome the Homan family to the Togo's family and offer your congratulations.

Lincoln, CA Now Open *\$3.00 Pastrami one day only!*

