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TOGO'S TO GIVE AWAY 1,000 FREE PASTRAMI SANDWICHES IN CELEBRATION OF NEW RESTAURANT IN PATTERSON, CALIF., MARCH 11

"West Coast Original" Invites Local Community to Attend "Family and Friends" Fundraising Event March 10

Patterson, Calif. – (March 7, 2014) – Togo's Eateries, Inc., a "West Coast Original" since 1971, will celebrate the opening of its first restaurant in Patterson, Calif., on Tuesday, March 11 with a 1,000 regular #9 Hot Pastrami sandwich giveaway*, plus half-price regular #9 sandwiches all-day long. The restaurant is located in the new Super Wal-Mart Shopping Center at the southwest corner of Ward and Sperry Avenues.

Prior to opening day, Togo's in Patterson, Calif., will also host a "Family and Friends" fundraising event from 4 p.m. to 7 p.m. on Monday, March 10 to benefit the Patterson High School business department. Local attendees who donate a minimum of \$2 to the school will receive a free regular #9 Hot Pastrami sandwich.

The family-owned restaurant was purchased by first-time franchise group Bobby Yamamoto & Sons, LLC, who also owns Yamamoto Farms, a wholesale flower farm.

"We're excited to share Togo's commitment to fresh, high-quality sandwiches and exceptional customer service with local residents," said Keith Yamamoto, managing partner. "Togo's is dedicated to giving back to the communities it serves and as a Patterson native, I am proud to be part of such a dynamic brand. We look forward to bringing new job opportunities and serving up Togo's big, fresh, meaty sandwiches to the members of this close-knit community."

To participate in the 1,000 sandwich giveaway, Patterson's raving fans are encouraged to visit <http://www.pattersontogosgiveaway.com/> to access the restaurant's Facebook event listing and can choose either to print out or show the page on their mobile device to the cashier. The first 1,000 guests to present the event page to the cashier at the restaurant will receive a free regular #9 Hot Pastrami sandwich* valid on opening day.

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 Patterson, Calif., will offer online ordering and catering services for in-store pickup. The new location will serve guests daily from 10:30 a.m. – 9 p.m. For more information on the new Patterson Togo's, call (209) 892-8646 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](#).

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.

**Offer valid at Togo's Patterson location only. No cash value. One sandwich per person. Valid on Tuesday, March. 11.*

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

Patterson, CA

3/11/2014

Togo's opened our newest location in Patterson, Ca Tuesday, March 11th. Franchisee, Keith Yamamoto and his family welcomed new guests to the restaurant by offering free Pastrami sandwiches to the first 1,000 guest who showed a downloadable coupon from facebook and all guests were offered \$3.00 regular Pastrami sandwiches.

Approximately 40 guests were lined up at door waiting for us to open at 10am and the line was out the door the entire day. Aggressive, buzz-worthy offers along with the franchisees deep community roots resulted in gross sales over \$7,000, net sales over \$4,500 and transactions just under 600. Our opening team did a fantastic job supporting this effort. Please congratulate Keith Yamamoto and his family on their first Togo's.

Patterson Opening 3/11/14

