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**TOGO'S TO GIVE AWAY 500 PASTRAMI SANDWICHES AT GRAND OPENING OF RIVERBANK,
CALIF., RESTAURANT**

"West Coast Original" Offers Half-Price Pastrami Sandwiches to Guests on Feb. 8

Riverbank, Calif. – (Feb. 6, 2014) – Togo's Eateries, Inc., a "West Coast Original" since 1971, announces its newest restaurant in Riverbank, Calif., will open on Saturday, Feb. 8 in The Crossroads Regional Center located at 2401 Claribel Rd., Suite F. To celebrate Togo's arrival in Riverbank, the new location will give away 500 signature Pastrami sandwiches to the first 500 guests who present the restaurant's Facebook event giveaway page upon checkout. Customers can also purchase a half-price regular #9 Hot Pastrami sandwich for \$3 on opening day.

Raving fans are encouraged to visit www.togoriverbankgiveaway.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 500 guests to present the coupon at the restaurant will receive a free regular #9 Hot Pastrami sandwich* valid throughout the weekend.

"This is my first Togo's location, and I am thrilled to be bringing the brand into Riverbank in order to meet the growing demand for quality sandwiches in the Golden State," said Togo's franchisee Michael Green. "I'm excited to introduce Togo's big, fresh, meaty sandwiches to the community and look forward to serving Riverbank for many years to come."

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 Riverbank, Calif., will offer online ordering and catering services for in-store pickup. The new location will serve guests daily from 10 a.m. – 9 p.m. For more information on the new Riverbank Togo's, call (209) 869-1860 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.

**Offer valid at Togo's Riverbank location only. No cash value. One sandwich per person. Valid on Saturday, Feb. 8 and Sunday, Feb. 9.*

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

Riverbank, CA

2/10/2014

Togo's opened our newest location in Riverbank, Ca Saturday, February 8th. Franchisee, Michael Green and his family welcomed new guests to the restaurant by offering free Pastrami sandwiches to the first 500 guests who showed a downloadable coupon from Facebook. All guests were offered \$3.00 regular Pastrami sandwiches, and the line was out the door! The aggressive, buzz worthy offers resulted in net sales exceeding in \$4,000 both days this weekend. Our opening team did a fantastic job supporting this effort. Please congratulate Michael Green and his family on their first Togo's.

Riverbank Opening Day 2/8/14

