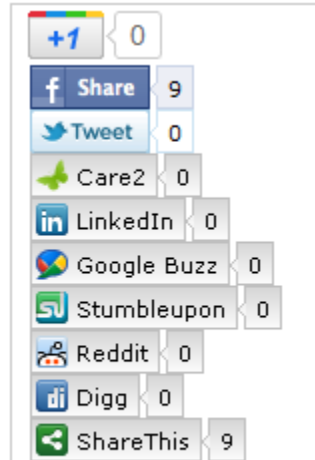


July 19, 2011

Barbra's Brooklyn Bagel Breakfast Bash Wraps Latest Film Project

BOCA RATON, Fla. - (BUSINESS WIRE) - The Original Brooklyn Water Bagel Co., based in Boca Raton, Florida, a pioneering bakery/cafe restaurant that creates Brooklynized water for use in all of its food, beverage and bakery products, was selected by Barbra Streisand to cater the wrap party that marked the end of filming of her new movie, "My Mother's Curse." This Paramount Picture, co-starring Seth Rogan is slated for release in the Spring of 2012.



From the first moment Barbra tasted a bagel from The Original Brooklyn Water Bagel Co., she knew she wanted to share a little bit of her hometown with the cast and crew that worked so hard on her new movie. Since the movie wrapped so early in the morning, a true Brooklyn bagel was an appropriate way to celebrate.

The Original Brooklyn Water Bagel Co. opened its Beverly Hills restaurant the night before the party to bake the bagels. The company then dispatched the fresh bagels, deluxe cream cheese spreads, and every other imaginable breakfast food to arrive just in time for the festivities.



"It's an honor to have someone of Barbra Streisand's stature, and a fellow Brooklynite recognize that our bagels, coffee and food are true to her roots," said Steve Fassberg, president and chief executive officer of The Original Brooklyn Water Bagel Co. "Those of us who grew up in Brooklyn know the difference right away with just one taste."

Larry King, the legendary broadcaster and good friend of Streisand, opened the Beverly Hills restaurant earlier this year, and it has quickly become a must-stop eatery for Brooklynites and non-Brooklynites alike.

About The Original Brooklyn Water Bagel Co.

Founded in 2009 in Delray Beach, Fla., The Original Brooklyn Water Bagel Co. is positioned to revolutionize the quick service food industry worldwide. With proprietary water technology that creates Brooklynized water, the company allows its franchises to produce a distinctive Brooklyn bagel anywhere in the world. The Original Brooklyn Water Bagel Co. is presently selling franchises throughout the country using the Development Agent model. For more information, call 877-BAGEL-80 or visit www.brooklynwaterbagels.com.

For The Original Brooklyn Water Bagel Co.

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