

July 1, 2010

## Larry King signs deal with Delray Beach-based Brooklyn Water Bagel Co.

> Posted by John Tanasychuk on July 1, 2010 02:30 PM

Larry King - soon to be signing off at CNN - has signed a deal with **The Original Brooklyn Water Bagel Co.** in Delray Beach.

The company uses a water filtration system that can turn any city's water into Brooklyn tap water - which according to some makes the best bagels.

King "is going to be helping to promote the company in print, radio and internet promotions but will also help develop the franchise territory in the Southern California region with plans to open its first location in Beverly Hills," said a Brooklyn Water Bagel rep in an e-mail. "He also agreed to assist with the company's domestic and international franchise seminars and training."

*PHOTO: Larry King with Steven Fassberg, (left), President, CEO and Founder, Brooklyn Water Bagel Co. and Scott Harris, Chief Operating Officer*

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