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**The Original Brooklyn Water Bagel Co. Continues
Its Rapid Expansion with Another New Restaurant**

First 100 Customers Friday, Sept. 30 at New Boynton Beach, Fla. Location to Each Receive Six FREE Bagels

Boca Raton, Fla. (Sept. 28, 2011) – The Original Brooklyn Water Co., the pioneering bakery/café restaurant that creates Brooklynized™ water for use in all its food, beverage and bakery products, today announced the Grand Opening of its eighth and newest location at Renaissance Commons, 1790 North Congress Avenue, Boynton Beach, at 6 a.m. Friday, September 30. The first 100 customers will be welcomed with a complimentary half dozen bagels.

This marks the fifth Original Brooklyn Water Bagel restaurant to open this year, including the Beverly Hills, Calif. location opened by Larry King, the broadcasting legend. Another 11 restaurants are in different stages of development are slated to open soon in areas of New York, Atlanta, Maryland, California and Florida.

The new restaurant will feature the company's signature Brooklyn bagels, Scooper Melts™ and pizza melts as well as beverages such as Cubsta™, its iced coffee made with frozen coffee cubes, Brooklyn Java Coffee and Fox's U-bet Egg Cream. All products are made using Brooklynized™ water created on-site with the company's 14-step proprietary water technology.

"Everyone loves a Brooklyn water bagel, and now we're bringing the bagels, and all our delicious food and drinks made with our Brooklynized water, right here to Boynton Beach," said Steven M. Fassberg, President and Chief Executive Officer of The Original Brooklyn Water Bagel Co. "This is a strategic location for us, attracting guests from miles around to enjoy our authentic Brooklyn bagels that taste great at any time of the day."

The 2,700-square-foot restaurant, which has seating for 52 guests, is open daily from 6 AM until 4 PM. The focal point of the restaurant is a state of the art stainless steel Brooklyn water processing plant that's encased in polished, seamless glass. It's here that the Brooklynized water will be made, bottled and capped.

"Everything we do comes from that great tasting Brooklyn water that we create right here, and everyone can come and see how it's made," said Allan Lampert, who with his wife, Gayle, opened the franchise. "Customers will understand why we say it's all about the water, especially when they taste one of our bagels, sandwiches or drinks."

The Lamperts fell in love with The Original Brooklyn Water Bagel Co. first, as customers, eating at the Delray Beach restaurant every Sunday for six months. They were so impressed with the company, its concept and executive leadership, they decided to get involved. They have plans to open multiple locations throughout Florida.

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.

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