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**The Original Brooklyn Water Bagel Co. Marks Second Grand Opening
in Two Weeks with Vintage Car Show, Twirlers Performance**

First 50 Customers Thursday, Oct. 13 at New Lady Lake, Fla. Location to Each Receive Six FREE Bagels

Boca Raton, Fla. (Oct. 12, 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 newest location near The Villages at the Crossroads Plaza, 514 North Highway 27/441 in Lady Lake at 6:30 a.m. Thursday, Oct. 13. The first 50 customers will be welcomed with a complimentary half dozen bagels.

The restaurant will host a car show presented by The Villages Vintage Car Club from 9 a.m. to noon. Also, The Villages Prime Time Twirlers Show Team will perform at 10 a.m. In addition, all guests will receive a 10 percent discount throughout the day.

This marks the second grand opening in just two weeks for an Original Brooklyn Water Bagel restaurant, which in 2011 has opened five new locations. That number includes the one opened by Larry King, the broadcasting legend, in Beverly Hills, Calif. earlier this year. The Boynton Beach restaurant held its grand opening Sept. 30. Another 11 restaurants 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, to The Villages and Lady Lake," 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 3,000-square-foot restaurant, which has seating for 72 guests, is open daily from 6:30 a.m. until 5 p.m. 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 Bob Fano, who moved from Boca Raton to open 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.”

Fano fell in love with The Original Brooklyn Water Bagel Co. first as a customer at the Delray Beach restaurant. An entrepreneur before entering semi-retirement, he was impressed with the company, its food and the executives behind it that he decided to get involved with just one more business in his career.

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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