

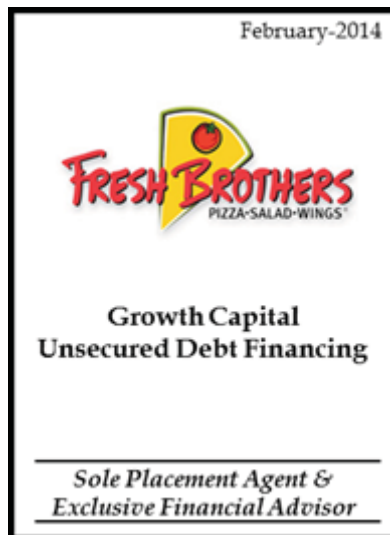
**From:** Innovation Capital  
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**Subject:** ANNOUNCEMENT | Innovation Capital Completes Growth Capital Financing for Fresh Brothers



**Innovation Capital**  
*Investment Bankers*

**Gaming | Leisure | Restaurant | Retail**

## Innovation Capital Completes Growth Capital Financing for Fresh Brothers



*Since inception, Innovation Capital has advised on 70 transactions aggregating \$4.0 billion*



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### Professionals

**Matt Sodl**  
Managing Director,  
President  
and Partner

Innovation Capital is pleased to announce the successful closing of a growth capital debt financing for Fresh Brothers ("Fresh Brothers" or the "Company"), a Southern California chain of award-winning *fresh casual* pizza restaurants poised for significant near-term expansion (the "Transaction"). The Transaction was completed with a consortium of strategic and financial Accredited Investors, and provides capital to

finance the development and opening of new stores in Southern California and for general corporate purposes and working capital.

Since opening their first restaurant in Manhattan Beach, California in 2008, the Company has quickly grown to 10 locations in highly attractive neighborhoods such as Santa Monica, Hollywood and Beverly Hills. Plans call for four more locations in 2014, including the Company's first in Orange County.

Founder & CEO, Adam Goldberg, commented, "We are very excited about the closing of this growth capital financing, and the value it unlocks for our business. We have always envisioned this type of growth trajectory for Fresh Brothers, and I am pleased to have gained the support of such a solid investor base who shares our vision and will help us realize this potential. Innovation Capital has been an outstanding partner throughout this process, and we thank them for delivering this highly attractive financing solution."

Fresh Brothers' roots trace back to classic Chicago-style pizza, but with a fresh California twist. With quality ingredients, baked wings, hand-crafted salads and unique products like their skinny crust and *Meatball Sliders*, Fresh Brothers has built a devoted following and an intensely loyal customer base, aided by tech-savvy marketing and a healthy portion of creativity. Fresh Brothers displays dedication to its motto, *Fresh Thinking. Fresh Pizza.™*, in every aspect of the business. Growing popularity has caught the attention of numerous local and national industry publications, including *Pizza Today*, which recently named Fresh Brothers its Independent Pizzeria of the Year (2012). For more information, please visit [www.freshbrothers.com](http://www.freshbrothers.com).

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## About Innovation Capital, LLC

Innovation Capital is a leading boutique investment bank dedicated to representing mid-market clients in the gaming, leisure, restaurant and retail industries. Innovation Capital provides comprehensive advisory services in the areas of mergers and acquisitions, corporate finance, financial restructuring and valuations/fairness opinions to companies in the \$20 million to \$500 million value range. Since its inception in 2004, Innovation Capital has advised on approximately 70 transactions aggregating \$4.0 billion.

For more information about Innovation Capital, LLC, please visit [www.innovation-capital.com](http://www.innovation-capital.com).

For more information about our affiliates, please visit [www.innovationgroupofcompanies.com](http://www.innovationgroupofcompanies.com).

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