

**FOR IMMEDIATE RELEASE
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WIN DESSERT FOR LIFE AS PART OF FINALE'S 10 YEAR CELEBRATION

Finale turns 10 years old! As part of the celebration, Finale will select one lucky person to receive Dessert for Life. To be considered, Finale wants guests to submit a one-minute (or less) video on what Finale means to them. Videos will be posted on the Finale website. A winner will be chosen by the co-founders of Finale and by other key members of the Finale team.

The video should be one minute or less. All videos must be posted on Youtube.com. To submit a video, send the www.youtube.com link to video@finaledesserts.com. Your email must include your name, mailing address, email address and phone number (for winner notification purposes). Each guest may only submit one video for consideration. The video should mention dessert and your favorite Finale location. The video may be about the in-restaurant experience or about the carryout bakery menu. Nothing unethical or of questionable nature will be considered. Finale reserves the right to not post a video for any reason. By submitting the video, you allow Finale to publicize the video on the Finale website and in other venues. Non-video submissions will not be accepted. Employees, former employees, interns, former interns, vendors, suppliers and their families are not eligible to enter.

Visit this <http://finaledesserts.com/dessert-for-life.php> from September 8th to October 31st to see current videos.

What is Dessert for Life?

Dessert for Life means the winner will receive 1 plated dessert (\$12.95 or less) or 1 carryout pastry (\$5.95 or less) each month for as long as the company exists under its current ownership structure. Desserts do not accrue. Desserts have no cash value. No substitutions. Finale reserves the right to terminate this prize without notice.

Deadlines

Submissions Accepted, September 8th to October 31st, 2008

Winner Announced, November 10th Join email list to receive the winner announcement.

About Finale Dessert Company: Finale is a leading branded specialty restaurant featuring fine plated desserts, including the company's signature Molten Chocolate Cake. Finale Dessert Company currently operates four locations in Massachusetts: Park Plaza in Boston, Harvard Square in Cambridge, Coolidge Corner in Brookline and Natick Collection Mall in Natick.

finale
We create sensational dessert experiences.®
www.finaledesserts.com



High resolution photography available: people, plated desserts, carryout desserts, architectural interiors

