

FOR IMMEDIATE RELEASE
DATE: JUNE 4, 2001

CONTACT: KIM MOORE
PHONE: 617 266 1564

**FINALE CO-FOUNDERS FINALIZE SWEET DEAL TO OPEN NEW LOCATIONS
BIG NAME "CHAIN GANG" TO STEWARD GROWTH
OF UPSCALE DESSERT CONCEPT**

Finale, Boston's upscale dessert restaurant, today announced a commitment for \$1 million in its current growth round of financing. The funds will be used to open two more locations in the Boston/Cambridge area, taking Finale from a prototype to multiple units.

"From day one, it has been our mission to create sensational dessert experiences for a broad market. This is the next step," explained President and Co-founder Paul Conforti.

He said Finale is targeting Harvard Square and Fanueil Hall for the next locations. He explained, "We're being patient and measured about how we expand. It's a strategy that gives us a better foundation as we begin to grow Finale into an upscale chain."

Co-founders Kim Moore and Paul Conforti have assembled a team of industry advisors they call the Chain Gang. The powerhouse group includes Roger Berkowitz (President and CEO, Legal Sea Foods), Bob Rosenberg (former CEO, Dunkin' Donuts), Tom First (Co-chairman and Co-founder, Nantucket Nectars), Grenville Byford (former CEO and Co-founder, John Harvard's Brew House) and Bruce Fernie (Founder and Chairman, Tealuxe).

"The Chain Gang is a tremendous asset to Finale. Their experience is invaluable to the organization, especially as we expand beyond Boston," said Kim Moore.

The investing round was lead by a private trust whose identity was not revealed. A trustee will take a seat on the Board of Directors as a result of the investment. The trust also purchased warrants to make future investments in the Finale expansion. Specific terms of the deal were undisclosed.

"Finale wants to do for desserts what Starbucks has done for coffee. And the involvement of the Chain Gang and the commitment of our investors will help us get there," said Conforti.

The Harvard Business School developed prototype opened in July of 1998 in Boston's Back Bay. It is a leading branded specialty restaurant featuring fine dining styled desserts, including the company's signature Molten Chocolate Cake. Finale has received recognition from the Food Network, *Bon Appetit*, and *Newsweek*, among others, for its award-winning desserts and unique concept.