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finale

**FINALE BRINGS AWARD-WINNING DESSERTERIE CONCEPT TO  
COOLIDGE CORNER, BROOKLINE, MASSACHUSETTS  
THIRD LOCATION TO OPEN SUMMER 2006**

BOSTON—Today, Paul Conforti, President and Co-founder of Finale Dessert Company, announced the planned opening of a third Finale Desserterie & Bakery in Coolidge Corner in Brookline, Mass. The new location is scheduled to open in July 2006.

"We're thrilled to be coming to Brookline. Coolidge Corner is a place where people go out to eat and go to the movies, so our sensational dessert experiences will be the perfect complement to the nighttime activity there. And it's also a place where people go out for lunch and do their daily errands, so I think our lunch and bakery menu will be very well received," explained Conforti.

The nearly 4,000-square-foot location will be the largest of Finale's three desserteries—featuring their signature dessert plating stage in the dining room and a beautiful in-store bakery. The two-level restaurant will be located at 1306 Beacon Street in the heart of Coolidge Corner in the space formerly occupied by Chinatown Seafood.

The Finale menu includes:

Evening	Finale's signature plated desserts, dessert wine pairings, dessert martinis and Prelude appetizers
Lunch	Gourmet sandwiches, soups, and salads
Bakery (all-day)	Cakes, pastries, cookies, mini pastries, whoopie pies, cupcakes, fine chocolates and gelatos

The Coolidge Corner location will offer lunch and bakery catering for businesses in the area.

Finale Coolidge Corner will also feature special event menus for groups celebrating birthdays, anniversaries, bridal showers, wedding showers, retirements, rehearsals or any type of occasion.

Finale Desserterie & Bakery has garnered numerous best dessert awards and recognition since opening the first location in Boston in 1998. In 2005, Finale won the first annual Boston's Choice Award for Best Dessert. In January 2006, Executive Pastry Chef Nicole Coady was featured on the Food Network's hot new show, "Sugar Rush," featuring Finale's show-stopping desserts.

**About Finale Dessert Company:**

U.S. News & World Report has credited Finale with being the trendsetter in starting the dessert-focused restaurant concept, now springing up around the country. Finale is a leading branded specialty restaurant featuring fine plated desserts, including the company's signature Molten Chocolate Cake. Finale Dessert Company currently operates two locations: Park Plaza in Boston and Harvard Square in Cambridge.

Photography Available.



*Finale Coolidge Corner: by Bergmeyer Associates of Boston*

