

Press Release

Contact: Rosalind Katz
Phone: (770) 973-3300

FOR IMMEDIATE RELEASE
9 A.M. EDT, September 1, 2011

MY FRIEND'S PLACE ELECTS NEW PRESIDENT TO FOCUS ON REVITALIZATION AND GROWTH

Marietta, GA. – September 1, 2011 – Dave and Rosalind Katz, Owners of My Friend's Place, are pleased to announce the appointment of Sergio Valentin, Sr. as the newly elected President of MFP Franchise Systems, Inc., the franchise company for My Friend's Place sandwich shops, a chain of signature deli sandwich shops based in Atlanta, offering "home made style" proprietary sandwiches, desserts, daily soups, a variety of fresh green salads and corporate catering, to customers for over 30 years.

Sergio Valentin, Sr. joined My Friend's Place two years ago as COO. Before joining My Friend's Place, Mr. Valentin had compiled a record of successes in multi-unit franchising operations over the past 24 years of his business career that included positions of Director of Operations at Le Petit Bistro, Director of Operations for Latin Grille and Regional Director at Mister Minit America.

Sergio has been previously focused on the improvement of the Company's Franchisees operating procedures, sales and store growth. He has initiated programs to stimulate store sales as well as creating a "Back to Basics" initiatives program that promotes the Company's proprietary products that greatly contributed to the Chain's long standing success.

###