



Media Opportunity

What: SERVE Holdings, LLC dba Captain D's Hosts Grand-Opening and Ribbon-Cutting of New Restaurant

When: February 27, 2007
10:00 a.m.

Where: 308 Bancario Road
Marion, AR 72364

Details: The largest franchisee in the Captain D's family of restaurants is expanding with the opening of their 26th restaurant. **SERVE Holdings, LLC, the local franchise owners of Captain D's are celebrating the opening of their newest restaurant with a ribbon-cutting and grand-opening ceremony at 10:00 a.m. on February 27, 2007.** The ceremony will be held at the restaurant, 308 Bancario Road. Marion, AR 72364.

SERVE Holdings, LLC owns 13 Captain D's restaurants located in the city of Memphis and 13 restaurants in surrounding counties. The company's future plans include expanding their business into their corporate territory of six states, encompassing 77 counties. SERVE Holdings hopes to double the size of their company by growing to more than 40 Captain D's and 5 Del Taco restaurants by 2008.

SERVE Holdings, LLC acquired the Captain D's franchise in 2003. The company employs over 750 people. Their corporate offices are located in Memphis.

For more information, please contact Alayna Adams at The Carter Malone Group, (901) 278-0881 or (901) 834-2847.

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