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TOM LEWISON, FORMER PRESIDENT AND CHIEF OPERATING OFFICER OF BOJANGLES' RESTAURANTS, JOINS BOARD OF DIRECTORS OF AMERICAN ROADSIDE BURGERS

CHARLOTTE, NC --- American Roadside Burgers has announced that Tom Lewison, former President and Chief Operating Officer of Bojangles' Restaurants, has joined its Board of Directors. "With over 35 years experience in the food service industry, Tom's vision and insight will be invaluable to our company," said Rich LaVecchia, Chairman and CEO of American Roadside Burgers, Inc. "We believe his vast experience in growing Bojangles' and Hardee's will make a major contribution to American Roadside Burgers' success as we expand this fast casual burger chain."

From his first position as an hourly employee at Carl's Jr. Restaurants, Lewison worked his way through the ranks at CKE Restaurants, ultimately moving to Hardee's Food Systems as Executive Vice President of Operations after CKE acquired Hardee's in 1997. After 22 years with CKE, Tom moved to Charlotte, North Carolina and became President & Chief Operating Officer of Bojangles' Restaurants Inc. in 2001. Lewison was instrumental in developing and executing the strategic plan that ultimately led to the turnaround of the Bojangles' brand. LaVecchia continues, "Through Tom's efforts, the shareholders of Bojangles' realized an above average return on investment upon the sale of the company in 2007."

"Having Tom join our team helps us fulfill our expansion goals for the foreseeable future," says LaVecchia. American Roadside Burgers has one restaurant in Smithtown, NY and one restaurant in Uptown Charlotte. An additional Charlotte restaurant is slated to open this May in the SouthPark area. American Roadside Burgers' fourth restaurant is scheduled to open in Columbia, South Carolina this fall and the fifth in Greenville, South Carolina by the end of 2012.

About American Roadside Burgers

American Roadside Burgers is a tribute to the American roadside burger stands of the past. Using quality ingredients and variety throughout the menu, American Roadside features premium Sterling Silver brand beef (www.sterlingsilvermeats.com), plus chicken sandwiches, wings and salads, along with side items like french fries, onion rings, mac & cheese, and house-made slaw. Desserts include ice cream, milkshakes, and American Roadside's Lugnuts, warm melt-in-your-mouth donuts with powdered sugar. Each restaurant is flex casual and includes a fast casual lunch and more full service offerings at dinner, plus serves beer and wine throughout the dining room and patio as well as the bar. Future Southeast expansion is in the works. Visit us at www.americanroadside.com.

Certain statements contained in this press release are "forward-looking statements" within the meaning of federal securities laws, including, without limitation, anything relating or referring to future financial results and planned business activities. Such statements are inherently subject to risks and uncertainties, which include, without limitation, those in Company reports filed with the SEC. The Company can give no assurance that such expectations will prove correct. Future events and actual results could differ materially from those statements.