



Media Advisory

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Becoming Your Own Boss Just Got Easier Thanks to MR. GREEK and Canada's National Franchise & Business Opportunities Show

TORONTO, Ontario (August 24, 2009) – Canada's largest Franchise and Business Opportunities Show announced today that local franchise MR. GREEK will be offering a chance to have the initial franchise fee (valued at \$35,000) waived for one eligible franchisee in order to help them start up their own MR. GREEK franchise. The competition will kick off Monday, August 24th! The initial franchise fee waiver is a wonderful way to help the economy – one person at a time.

“We are thrilled that MR. GREEK has decided to hold this competition in conjunction with our upcoming show”, states Fred Cox, President of National Event Management. “To see such a high quality franchise help stimulate the economy by waiving the initial franchise fee for one eligible franchisee is a huge offering in these times. We are proud that our event will help generate small business and franchise growth in Ontario, and help make our attendees' dreams come true.

To enter the competition, beginning August 24th, 2009, would-be entrepreneurs will need to visit www.torontofranchiseshow.com or the MR. GREEK booth at Canada's National Franchise & Business Opportunities Show, to be held September 12th & 13th, 2009 at the International Centre, and submit an application and an essay (maximum 500 words) explaining why they deserve a MR. GREEK franchise. All applications and essays will be accepted in-person at the Show no later than 5:00 pm Sunday, September 13th, 2009, or on-line until 11:59 pm that same day. Five finalists will be chosen from among all eligible applicants and assigned a MR. GREEK Express location in which they will compete to increase donations for the Helios Foundation on its “Pita Day” (September 16th).

“This is a great opportunity for our competition winner”, said Shawn Saraga, President of Mr. Franchise Inc. “MR. GREEK is a well known franchise that started out as a family restaurant in 1988 on the Danforth in the heart of Greek town. MR. GREEK offers its members the best in site selection, training, lease negotiation and family friendly environment. The beauty of being a part of this franchise is that you are in business for yourself, but not by yourself.”

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Canada's National Franchise and Business Opportunities Show takes place Saturday, September 12th & Sunday, September 13th at the International Convention Centre, 6900 Airport Road, Mississauga, Ontario. Hours of operation are Saturday and Sunday 11am-5pm. Admission is \$10! For more information, visit www.torontofranchiseshow.com.

About Mr. Greek Restaurants Inc.

Mr. Greek fired up the grill for the first time on the Danforth in 1988. With locations across southern Ontario, Mr. Greek Mediterranean Grill and Mr. Greek Express have been serving millions, the best Greek and Mediterranean cuisine in a family restaurant atmosphere for more than 18 years. For more information about the competition and the franchise, visit www.mrgreek.com.

About The Franchise & Business Opportunities Expo

Canada's National Franchise & Business Opportunities Show, a member of the International Franchise Associations suppliers group, is produced by National Event Management. National Event Management is the producer of 27 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners annually. For more information on National Event Management visit www.nationalevent.com.

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