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For Immediate Release

**SGW Integrated Marketing Communications Named Agency of Record
for Muscle Maker Grill**

Montville, NJ. – September 22, 2010 – Underscoring the importance of experienced branding, advertising, online and public relations services during franchise expansion, **Muscle Maker Grill** named **SGW Integrated Marketing Communications** agency of record for an array of marketing communications services. Muscle Maker Grill, a chain of casual eateries that serves freshly prepared meals with its customers’ health in mind, is looking to expand from the 27 current locations in New Jersey, New York and Florida to over 150 locations across the country that are open or currently in development.

SGW Integrated Marketing Communications, based in Montville, New Jersey, has been hired to provide creative and production of TV and radio commercials, print advertising, billboards, event marketing, branding, public relations and social media services.

“We are excited to help support Muscle Maker Grill with an integrated marketing campaign as the company continues its expansion as one of the fastest growing franchises in the country,” said Niles Wolfson, Chief Creative Officer and Co-Partner of SGW. “Utilizing our previous experience with clients in the food and restaurant industries, the goal of the program is to promote Muscle Maker Grill’s unique concept to consumers, trade organizations and potential franchisees.”

At Muscle Maker Grill, everything is prepared on premises with a menu that features lean, protein-based dishes, including chicken, seafood, pasta, burgers, wraps and entrée salads. It also offers a wide selection of protein shakes and supplements in an assortment of flavors such as Tropical Paradise and Yoo-Hoo Banana.

SGW's Chief Operating Officer and Co-Partner, Frank Giarratano noted, "Muscle Maker Grill serves its patrons with an assortment of delicious and healthy dishes; a fresh take on nutritious alternatives to other restaurants' menu choices. It's an exciting time for the company and we are happy to be part of the team."

About Muscle Maker Grill

Founded in 1995 in Colonia, New Jersey, Muscle Maker Grill features quality great-tasting food, freshly prepared with proprietary recipes. The menu, created with the guest's health in mind, is lean and protein based. It features chicken, seafood, pasta, burgers, wraps, and entrée salads. It also offers a wide selection of smoothies in a variety of assorted flavors, protein shakes and supplements. Muscle Maker Grill has over 150 restaurants either open or under development in six states. For additional information on Muscle Maker Grill, visit www.musclemakergrill.com.

About SGW

SGW Integrated Marketing Communications, founded in 1986, is an award winning, full-service agency with expertise in research, creative, design, website design, development and hosting, online promotion, public relations, media planning, video and multimedia production. SGW is headquartered 25 miles outside NYC in Montville, NJ. For more information, visit www.sgw.com.

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