



**For Immediate Release**  
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TV CELEB TO EXPAND BOARDWALK FRESH BURGERS & FRIES IN VIRGINIA  
Local to Open Three Restaurants in Harrisonburg, Blacksburg, Charlottesville, Lynchburg

**Columbia, MD., July 29, 2008**—Local television celebrity, Jim Stump, and his wife, Jennifer Stump, signed a multi-unit franchising deal with Maryland based, fast casual restaurant chain Boardwalk Fresh Burgers & Fries. The couple plans to open the first of three Boardwalk restaurants in Southwest Virginia by the end of the year. They are currently looking for real estate in Charlottesville.

“I grew up with Ocean City’s boardwalk fries,” says Stump. “That is initially what attracted me to the concept. But, it was the total package that sold me – the food, family atmosphere and the corporate team at Boardwalk Fresh Burgers & Fries”

Along with Stump’s television career, including Travel Channel’s, “Feasty Boys Eat America” and frequent appearances on ABC’s Good Morning America, Boardwalk’s newest franchisee spent 15 years in the retail craft business and decided that franchising would be the best way to break into the restaurant business.

“I needed someone who understood the operations side of the restaurant business,” adds Stump. “Franchising made the most sense. Boardwalk Fries Burgers & Fries has everything I need to be successful—great food and excellent corporate support.”

Boardwalk Fresh Burgers & Fries brings the boardwalk experience to life, providing customers with made to order burgers and fries in a fun, beach-themed atmosphere. Already four stores strong, the concept is growing rapidly and expects to have over 1,000 stores in development nationwide by 2013.

**If you are interested in learning more about franchising with Boardwalk Fresh Burgers & Fries, visit [www.boardwalkfriesandburgers.com](http://www.boardwalkfriesandburgers.com) or contact Alexandra Doyle directly at [alexandrad@fransmart.com](mailto:alexandrad@fransmart.com).**

**About Boardwalk Fresh Burgers & Fries**

As the sister company of Boardwalk Fries - the only national french fry brand in the United States - Boardwalk Fresh Burgers & Fries has nearly 30 years of corporate brand recognition. Brothers, Dave and Fran DiFerdinando created the quick casual concept Boardwalk Fresh Burgers & Fries in 2007. Inspired by the boardwalk in Ocean City, Maryland, the concept provides customers with a fresh, made to order burger and fries experience in a family-friendly, beach-themed environment. For more information about Boardwalk please visit [www.boardwalkfreshburgersandfries.com](http://www.boardwalkfreshburgersandfries.com).

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