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Paradise Bakery & Café brings its fresh menu to a new Tempe location

Tempe, AZ—September 7, 2007— Popular Scottsdale-based restaurant Paradise Bakery & Café (PB&C), is proud to announce that it is bringing its fresh menu and casual, upscale vibe to the Tempe Marketplace this month.

The new restaurant located at 2000 East Rio Salado Parkway is the fifth new PB&C location to open in the greater Phoenix area in the last six months. PB&C plans to open seven more Valley stores by year's end.

“We are committed to being a place for people to gather and enjoy great food in an inviting atmosphere all served up with a smile,” said PB&C President David Birzon. “Tempe is a great place to be.”

The new Tempe Marketplace location will feature the same fresh soups, salads, sandwiches, baked goods and open-air market ambiance that has made PB&C so popular in the greater Phoenix area.

General Manager Echo Rieken will lead a team of 50 employees at the new restaurant. This latest location is next to the Harkins Theaters. It will offer special outdoor seating, a fountain and live entertainment on the weekends, as well as free Wi-Fi access for all its guests.

“We’re just excited to get the doors open,” said Rieken. “As soon as we put the sign up, people stopped by to see when we would open. There is certainly a lot of interest here.”

PB&C Founder and CEO Dan Patterson looks forward to opening the new store. “The heart of Paradise is right here in the Valley,” he said. “We want to continue to bring our Culture of Excellence to the area, so we’ve decided to focus our attention on growing right here at home.”

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Tempe Marketplace gets its ticket to Paradise

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ABOUT PARADISE

Paradise Bakery & Café, one of the pioneers of the fast-casual, bakery/café segment, was founded by Dan Patterson, brother Mark Patterson and Carter Holmes in Long Beach, California in 1976.

Today, the company is headquartered in Scottsdale and renowned for its fresh menu. Paradise Bakery & Café operates 54 cafes in 10 states, including 21 in Arizona. Its menu items are overseen by renowned chef Gregory Casale who gained recognition as executive chef for numerous four and five star restaurants before joining Paradise Bakery & Café two years ago.

Outside its home state, Paradise operates stores in Aspen, Boston, California, Colorado Dallas, Denver, Indiana, Omaha, Portland, Utah, and Vancouver, Washington among other markets. The popular restaurants include street locations, office buildings, airports and major mall locations. More information: www.paradisebakery.com.

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