

RANCH ONE

CHICKEN MADE FRESH™

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RANCH ONE LAUNCHES NATIONAL BRAND REFRESH

Updated décor complementing quality and tasty menu offerings

SCOTTSDALE, Ariz. (Nov. 17, 2010) – Ranch One (formerly Ranch 1), a quick-service restaurant known for its assortment of premium flame grilled and crispy breaded chicken breast sandwiches and salads, revealed a new restaurant design and logo to match the restaurant’s high-quality approach to food.

Along with the new tagline, “Chicken Made Fresh,” the redesign incorporates an updated look that aligns with the brand’s emphasis on preparing its food fresh to order. The new Ranch One design features a black and white motif with yellow accents that exemplify a warm, country-like charm. The décor goes hand-in-hand with the brand’s menu and casual, quick-service environment. For a more sophisticated look, a major refresh element to the concept is changing the brand’s name from the numeral one to an alphabetic spelling.

Ranch One’s signature shade of yellow is still incorporated in the new logo and store design to bridge the past with the present. Additionally, the design highlights bold food images throughout the store to show customers the pride taken in Ranch One’s menu.

“The overall goal of the brand refresh is to draw attention to Ranch One’s food quality and food preparation through photography, messaging and upscale décor elements,” said Kristen Esposite, national marketing manager for Ranch One. “We think the redesign will further strengthen the brand, giving Ranch One’s logo and restaurant design the same feelings of quality that customers perceive when they enjoy the food.”

Founded in 1990 in New York City’s Times Square, Ranch One was the first quick service restaurant of its kind to feature premium quality chicken breast sandwiches grilled to order on an open flame. Ranch One is known for using only premium boneless and skinless chicken breasts and for having a diverse menu of affordable chicken offerings, such as sandwiches, salads, wraps and chicken tenders.

The new design concept premiered earlier this month at the grand opening of a new Ranch One location at the University Village shopping center in Riverside, Calif. Ranch One has 18 locations nationwide and seven international restaurants.

About Ranch One:

Headquartered in Scottsdale, Ariz., Ranch One serves made-to-order chicken sandwiches, salads and entrées. Founded in 1990 in New York City, Ranch One has 18 franchised restaurants nationwide with an additional seven international locations. In 2002, Ranch One became part of the Kahala family, one of the fastest growing

franchising companies in the world with a portfolio of 12 quick-service restaurant brands. For more information about Ranch One or Kahala visit www.ranchone.com or www.kahalamgmt.com.

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