



FIRST FACTS

- CONCEPT:** First Watch Restaurants, Inc. is one of the largest, privately owned, daytime-only restaurant companies in the United States. Headquartered in Bradenton, Fla., First Watch has set the standard for quality daytime dining since its inception nearly 25 years ago. The concept revolves around delivering an excellent dining experience in a smoke-free, clean and attractive environment.
- CUISINE:** First Watch specializes in Breakfast, Brunch and Lunch and offers an appetizing assortment of traditional morning favorites and unique feature items... from a selection of eggs, crepes, omelettes, pancakes, sandwiches, soups and salads. First Watch also offers low-calorie, low-cholesterol and low-fat entrée options -- such as egg white and vegetable omelettes served with fresh fruit. Signature items that suit those with a hearty appetite include: Crepeggs, the Bacado Omelette, and The Traditional with bacon, eggs and First Watch potatoes.
- FOUNDED::** First Watch was founded in 1983.
- ATMOSPHERE::** First Watch restaurant features a warm and inviting atmosphere with earth tones of brown, pumpkin, green, and tan dominating the color scheme. The interior design was developed with functionality in mind, while the restaurant exterior sports a modernized look. Seating is comfortable and service is prompt, enabling guests to control the pace of their visit. Servers automatically bring a pot of hot coffee to the table.
- HOURS:** First Watch is open year-round from 7 a.m. to 2:30 p.m., excluding Thanksgiving and Christmas Day.
- COMPANY:** As of May 2008, First Watch operates 76 restaurants in eleven states. The company recently announced expansion plans that will include selling multi-unit franchises in 35 states. Each new restaurant creates between 25 and 30 jobs, and First Watch currently employs more than 2,000 people. First Watch is also the frequent recipient of "Best Of" accolades in cities where it operates. For more information, please visit www.firstwatch.com.

Media Contact:

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FIRST WATCH LOCATIONS

ARIZONA

One North First Street	Phoenix, AZ 85004	602-340-9089
61 West Thomas Road	Phoenix, AZ 85013	602-265-2092
9645 North Black Canyon Hwy.	Phoenix, AZ 85021	602-943-3232
16455 North Scottsdale Road, #107	Scottsdale, AZ 85254	480-248-9602

FLORIDA

249 West State Road 436	Altamonte Springs, FL 32714	407-682-2315
21210 St. Andrews Blvd., #15A	Boca Raton, FL 33433	561-544-8875
26381 South Tamiami Trail #140	Bonita Springs, FL 34134	239-390-0554
7118 Cortez Road West	Bradenton, FL 34210	941-792-6071
8306 Market Street	Bradenton, FL 34202	941-907-6657
2569 Countryside Blvd.	Clearwater, FL 33761	727-712-8769
7091 College Parkway	Ft. Myers, FL 33907	239-274-5551
13211 McGregor Blvd.	Ft. Myers, FL 33919	239-437-0020
2059 Altamont Avenue	Ft. Myers, FL 33901	239-461-9765
6240 West Indiantown Road	Jupiter, FL 33458	561-746-5960
2425 West State Road 434	Longwood, FL 32779	407-774-1830
1221 South Orlando Avenue	Maitland, FL 32751	407-740-7437
7163 Radio Road	Naples, FL 34104	239-304-0746
1000 Immokalee Road #81	Naples, FL 34110	239-566-7395
225 Banyan Blvd. #100	Naples, FL 34102	239-434-0005
13030 Livingston Road	Naples, FL 34105	239-213-1709
7500 West Sand Lake Road #A101	Orlando, FL 32819	407-363-5622
1395 Main Street	Sarasota, FL 34236	941-954-1395
8383 South Tamiami Trail	Sarasota, FL 34238	941-923-6754
2125 S.E. Federal Highway	Stuart, FL 34994	772-220-4076
12594 West Sunrise Blvd.	Sunrise, FL 33323	954-846-1313
520 Tampa Street	Tampa, FL 33602	813-307-9006
2726 East Fowler Avenue	Tampa, FL 33612	813-975-1718
13186 North Dale Mabry Hwy.	Tampa, FL 33618	813-961-4947
1648 Bruce B Downs Blvd.	Wesley Chapel, FL 33543	813-929-3947
3017 Daniels Road, Suite #102	Winter Garden, FL 34787	407-654-2826



KANSAS/ MISSOURI

2800 West 53 rd Street	Fairway, KS 66205	913-236-7600
2540 Iowa, Suite D.	Lawrence, KS 66046	785-842-7999
7305 West 95 th Street	Overland Park, KS 66212	913-383-2904
9916 College Blvd.	Overland Park, KS 66210	913-339-6686
12040 Blue Valley Parkway	Overland, KS 66213	913-696-1119
4117 West 83 rd Street	Prairie Village, KS 66208	913-649-8875
11112 West 63 rd	Shawnee, KS 66203	913-631-0888
120 Hilltown Village Center	Chesterfield, MO 63017	636-530-1401
8001 Forsyth Blvd.	Clayton, MO 63105	314-863-7330
742 North New Ballas Road	Creve Coeur, MO 63141	314-994-7171
13323 Manchester Road	Des Peres, MO 63131	314-966-3913
19321 East Hwy. 40 #L	Independence, MO 64055	816-795-0814
1022 Westport Road	Kansas City, MO 64111	816-931-1054
491 South Kirkwood Road	Kirkwood, MO 63122	314-909-7271
409 Armour Road	North Kansas City, MO 64116	816-842-7300
5646 Telegraph Road	Oakville, MO 63129	314-293-1024
312 Mid Rivers Center	St. Peter's, MO 63376	636-970-0050
220 West Lockwood	Webster Groves, MO 63119	314-968-9984



OHIO/KENTUCKY

50 East River Center Blvd. 2762 Town Center Blvd.	Covington, KY 41011 Crestview Hills, KY 41017	859-491-0869 859-341-0222
7625 Beechmont Ave.	Cincinnati, OH 45255	513-231-4620
700 Walnut Street	Cincinnati, OH 45202	513-721-4744
2692 Madison Road	Cincinnati, OH 45208	513-531-7430
8118 Montgomery Road	Cincinnati, OH 45236	513-891-0088
11301 Montgomery Road	Cincinnati, OH 45249	513-489-6849
4770 Morse Road	Columbus, OH 43230	614-475-8512
3800 Fishinger Blvd.	Columbus, OH 43026	614-876-4957
2103 Polaris Pkwy.	Columbus, OH 43240	614-846-2738
496 High Street	Columbus, OH 43215	614-228-7554
2824 Miamisburg-Centerville Road	Dayton, OH 45459	937-435-3127
6768 Perimeter Loop	Dublin, OH 43017	614-799-2774
2614-A Colonel Glen Hwy.	Fairborn, OH 45324	937-431-9150
4105 West Town & Country Road	Kettering, OH 45429	937-643-4077
19340 Detroit Road	Rocky River, OH 44116	440-333-3529
80 West Kemper	Springdale, OH 45246	513-671-1740
13950 Cedar Road	University Heights, OH 44118	216-321-1075
3155 Kingsdale Center	Upper Arlington, OH 43221	614-538-9866
9233 Floer Drive	West Chester, OH 45069	513-942-5100
168 Market Street	Westlake, OH 44145	440-808-1082
116 Worthington Mall	Worthington, OH 43085	614-431-9040

OKLAHOMA

8178 South Lewis Ave. #A	Tulsa, OK 74137	918-296-9960
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PENNSYLVANIA

20424 Route 19, Suite 420	Cranberry Township, PA 16066	724-741-0581
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WASHINGTON DC/ BALTIMORE

9600 Main Street, Suite S	Fairfax, VA 22031	703-978-3421
1431 Reisterstown Road	Pikesville, MD 21208	410-602-1595
100 Gibbs Street, Unit D	Rockville, MD 20850	301-762-0621

WEST VIRGINIA

164 Summers Street	Charleston, WV 25301	304-343-3447
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