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Spicy Pickle Sandwich Co. to Host First US Grand Opening in Houston on May 9

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Following more than a year of research and development on both its **Spicy Pickle Sandwich Company** (SPSC), and **BG Urban Café** (BGUC) brands, Denver-based **Spicy Pickle Franchising, Inc.**'s (OTCQB:SPKL) Chief Executive Officer Mark Laramie says the company is re-launching both brands, with the first Grand Opening in the United States being its River Oaks franchised location in Houston TX on May 9th.

Since May 2010, the company has invested **\$1.2M-plus** in structuring the organization and positioning its brands. It conducted research with patrons, franchisees, staff, board members, various culinary experts, supply chain resources and its advertising agencies. The result is extensive modernization and improvements in décor, menu development, product quality, operational consistency, supply chain efficiency, cost of entry capitalization expense, advertising and branding methods, sales and profitability.

The result is a new image and store design with warmer decor. Four more new re-imagined locations are in various stages of construction that will open in 2011. "We are now extracting a **"reimage"** package for our existing location's remodeling needs, as they arise," said Laramie.

The company has re-designed its websites for both brands, and in May will be launching on-line ordering and mobile marketing for its Spicy Pickle brand.

"We are now prepared and have begun franchising both our concepts throughout North America and internationally," said **Laramie**. "Our new-design prototypes for traditional and non-traditional applications."

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