



For Immediate Release

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Daphne's California Greek Strengthens Corporate Structure for Future Growth

(CARLSBAD, CA) July 12, 2012 – Daphne's California Greek today announced changes to its corporate structure to strengthen the company's overall organization for future growth that includes franchising and new company restaurants. These organizational changes follows a successful rebranding effort including a revamped menu, restaurant remodel program and lifestyle-brand transformation for the chain.

“Our new corporate structure, built around experienced, focused and committed industry executives, allows Daphne's to continue its brand reimaging campaign and prepare for future growth through franchising,” said Bill Trefethen, CEO of Daphne's California Greek.

In 2010, Trefethen, through his investment firm, Wreath Equity, LLC, acquired Daphne's and began an aggressive rebranding campaign with a focus on enhancing the guest experience. This effort included adding more healthful menu options, updating restaurants with a hip contemporary design and a customer-engagement program driven by emerging music, cultural icons as brand ambassadors, and community support initiatives to share the Daphne's message in a grass roots approach.

Among the organizational changes, Volker Schmitz becomes vice president of operations, and will be responsible for the day-to-day operation of the restaurants.

Christy Geiling has been promoted to vice president of marketing and brand development where she will continue to develop the Daphne's brand and marketing initiatives.

Craig Meunier advances to the newly created position of vice president of brand execution. Meunier will be responsible for implementing brand initiatives at the restaurant level and will focus on recruiting, training, store remodels, local store marketing programs and supporting new franchisees.

Nicole Jones will serve in the newly created position of vice president of food and beverage. She will continue to be responsible for new menu item development and supply chain and cost management.

Ricardo Camberos becomes vice president of treasury and cash management, a new position in which he will manage accounting requirements for Daphne's franchise effort as well as continue to manage company accounting.

About Daphne's California Greek

With 55 locations throughout California, Arizona and Colorado, Daphne's California Greek serves delicious Mediterranean-inspired food with a fresh California influence, made with high quality ingredients and a focus on healthful options. More information is available at www.daphnes.biz.

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Photos available upon request.