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**RCS Real Estate Advisors Retained By Boston Market Corporation to Serve as Real Estate Advisor**

**NEW YORK, NY**, January 31, 2008 — New York, NY-based RCS Real Estate Advisors, the pre-eminent real estate advisory firm to the retail industry, has been retained by Boston Market Corporation to assist with evaluating the opportunities within their portfolio. RCS Real Estate Advisors Senior Vice President Spence Mehl made the announcement.

Headquartered in Golden, Colo., Boston Market Corporation is known as a leader in the fast-casual restaurant industry. RCS Real Estate Advisors will work with Boston Market Corporation management to maximize the value of their real estate portfolio containing more than 550 company-owned restaurants in 28 states.

RCS Real Estate Advisors (formerly Retail Consulting Services) provides innovative solutions that unlock the potential of retail real estate assets for clients across the United States. Founded in 1981, the firm operates through a unique mix of three practice areas—Growth and Development, Restructuring and Portfolio Optimization, and Investment Advisory and Participation—offering services that include expansions, rent renegotiations, dispositions and equity investments. For more information about the firm and its track record of working as a partner to deliver results for top-name retailers, please visit [www.rcsrealestate.com](http://www.rcsrealestate.com).

Boston Market Corporation, based in Golden, Colo., is a leader in the fast-casual restaurant category. The company has translated its passion for fresh, great-tasting food into two distinctly different concepts. Boston Market restaurants are noted for their easy, convenient, chef-inspired meals. The company also works with leading supermarket chains to bring restaurant-quality, Boston Market-branded meals into the deli department so shoppers can enjoy the one-stop convenience of purchasing ready-to-eat and ready-to-heat meals at the same time they do their grocery shopping. For more information, please visit the company's Web site at [www.bostonmarket.com](http://www.bostonmarket.com).

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