

For: Zebu Forno Franchise LLC, Red Bank, N.J.  
From: Parness & Associates, Aberdeen, NJ

**For Immediate Release**

**ZEBU FORNO FUND RAISER TO SUPPORT FOOD ALLERGY & ANAPHYLAXIS  
NETWORK'S FIGHT AGAINST FOOD ALLERGIES**

RED BANK, N.J. (7/23/08) — Zebu Forno, the European-style bakery and café, will join with the Food Allergy and Anaphylaxis Network (FAAN) by hosting donation sites at its Red Bank and Holmdel locations on August 9 to support the organization's 2008 Walk for Food Allergies in Long Branch on Sunday, September 7.

Customers are being asked to support the event by making a tip donation to their servers who will turn their tips over to FAAN. Customers who donate \$5.00 or more will receive a free cup of coffee. All proceeds will be donated to *The Walk for Food Allergy: Moving Toward A Cure*, a three-mile walk held to raise awareness and funds for food allergy education and research.

According to FAAN, more than 12 million Americans have food allergies, including three million children. Locally, the New Jersey Department of Health and Senior Services reports that approximately 327,000 New Jerseyans suffer from food allergies, including nearly 100,000 children. Severe reactions result in more than 30,000 trips to emergency rooms and an estimated 150 to 200 deaths each year in the United States. Although an individual could be allergic to any food, such as fruits, vegetables, and meats, just eight foods account for 90% of all food-allergic reactions: milk, eggs, peanut, tree nut (walnut, cashew, etc.), fish, shellfish, soy and wheat.

“We hope that our customers will visit our Red Bank or Holmdel locations on August 9 to support this worthy and extremely important organization whose work benefits more than 12 million people and their families nationwide,” said Andrew Gennusa, president of Zebu Forno Franchise LLC.

The program follows a similar and successful fund raiser that Zebu Forno conducted to support the National Multiple Sclerosis Society's annual Belmar M.S. Walk.

Zebu Forno's Red Bank store is located at 20 Broad Street and the Holmdel store is located at The Commons at Holmdel, 2130 Route 35 South. Both stores are open on Saturdays from 7:00 a.m. to 11:00 p.m.

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