

For: R.J. Brunelli & Co., Old Bridge, NJ  
From: Parness & Associates, Aberdeen, NJ

**For Immediate Release**

**R.J. BRUNELLI ANNOUNCES FIVE NEW TENANT REPRESENTATION  
ASSIGNMENTS IN NEW JERSEY MARKETS**

OLD BRIDGE, N.J. (9/19/08) – Retail leasing specialists R.J. Brunelli & Co., Inc. today announced five new tenant representation assignments for the New Jersey market, including one chain seeking its first locations in the Garden State.

The Old Bridge-based firm was recently appointed preferred broker for Arby's Restaurants in central and northern New Jersey; preferred broker for Primrose Schools Franchising Company in Middlesex, Monmouth and Ocean counties; co-exclusive brokers with Jones, Lang & LaSalle for Bank of America's kiosk program in Ocean, Middlesex and Monmouth counties; as preferred broker for Jersey Mike's Subs for all of New Jersey; and as exclusive broker to the New Jersey area developer for Play N Trade in the state's central and northern regions.

Arby's Restaurant Group, which franchises or operates more than 3,500 restaurants throughout the United States, is known for its slow-roasted and freshly sliced roast beef sandwiches, as well as 'Market Fresh' sandwiches, wraps and salads. In its role as the Atlanta-based company's preferred broker for central and northern New Jersey, R.J. Brunelli is seeking 3,000-square-foot freestanding locations on one and a half-acre sites with parking for 40 to 50 cars. The sites must offer high visibility and be located along heavily traffic roads.

Looking to make its debut in the Garden State, Primrose School Franchising Company currently has more than 180 educational child care facilities in Alabama, Arizona, Colorado, Florida, Georgia, Indiana, Kansas, Minnesota, North Carolina, Missouri, Nebraska, Ohio, Oklahoma, Tennessee, Texas, and Virginia. The company is seeking to purchase one-and-a-half acre sites in Middlesex, Monmouth and Ocean counties to build schools operated by franchisees.

Jersey Mikes Franchise Systems, a national sub sandwich franchise with over 400 stores open or under development in 26 states from coast to coast, was founded in 1956 with a single location in Point Pleasant, N.J. The chain serves authentic Northeast-style subs on fresh-baked bread, along with a variety of wraps, salads, cookies and snacks. The company is seeking spaces in the 1,400 to 1,800-square-foot range throughout New Jersey.

Bank of America is seeking sites in Monmouth, Middlesex and Ocean counties for its walk-up, walk-in or drive-in kiosks in high-traffic shopping centers geared towards daily needs. Sites must be located between a two- and three-mile radius of existing Bank of America branch locations.

Play N Trade is the largest and fastest-growing video game franchise system in the country, with approximately 200 locations currently open across the U.S. and internationally, and an additional 350 franchises sold and expected to open in the near future. In addition to system and game sales and trades, the chain specializes in game console repair and diagnostics. The company's area developer is currently seeking spaces between 1,200 and 1,600 square feet, with at least 16 feet of frontage in centers with high foot traffic generators throughout Monmouth, Middlesex and Union counties.

Including the aforementioned companies, R.J. Brunelli & Co. now serves as exclusive real estate representative in various New Jersey, New York and Pennsylvania counties for more than 20 retail, restaurant and service chains, including such major companies as L.L. Bean Outlet, Houlihan's, Sixth Avenue Electronics, Trader Joe's, Tuesday Morning, Ulta, and Workout World. The firm also serves as exclusive leasing representative for 26 existing retail properties and two centers under construction with a

combined gross leasable area (GLA) of more than 1.5 million square feet, along with 13 projects in the approvals stage with nearly 1.0 million square feet of GLA. Additionally, the company is exclusive broker for 24 properties with 180,000 square feet that are for sale or ground lease, bringing the total amount of GLA currently under exclusives to nearly 2.7 million square feet. The properties are located throughout northern, central and southern New Jersey.

For more information on these or other tenant exclusives, contact Ron DeLuca, Vice President of Tenant Representation, R.J. Brunelli & Co., Inc., 400 Perrine Road, Suite 405, Old Bridge, N.J. 08857. Telephone is (732) 721-5800.

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