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Next Rockn' Joe Franchise to Open in South Brunswick

Purveyor of Specialty Coffees and Sandwiches to Open First Middlesex County Location in Late Spring

/24-7PressRelease/ - SOUTH BRUNSWICK, NJ, March 21, 2008 - Rockn' Joe Coffeehouse and Bistro is building its next franchise in the Kendall Park section of South Brunswick. A lease has been signed for 3570 Route 27 north at New Road; the 2,000-square-foot coffeehouse expects to open in late spring.

Kin Lee of Plainsboro, the franchisee, is excited to open Rockn' Joe on the bustling corridor, noting it will be the perfect place for commuters to stop in as well as a destination point for the community at-large.

"We're excited to have Kin among our growing team of franchisees," said Kevin Brennan, company CEO, who founded the original Rockn' Joe 15 years ago in downtown Cranford. "With Kin's experience and drive to succeed in business, we believe he is an ideal fit for our aggressive franchise roll-out in New Jersey."

Lee, 44, said he was attracted to Rockn' Joe because of its smart business system, its superior menu of food and drink, a well-designed floor plan, and the fun atmosphere.

Also, as Rockn' Joe franchise territories become increasingly limited in the Central Jersey market, Lee said, he wanted to take advantage of being on the "ground floor" of a successful franchise system. "This will be the first of several Rockn' Joes I intend on owning," he said.

Lee, who has extensive business experience as a corporate accountant in Manhattan, had been looking for the right opportunity to own his own business that deals directly with people. With Rockn' Joe's social atmosphere, it is a perfect fit, he said.

"As soon as I met with Kevin and toured his locations in Cranford and Westfield, I knew this was the business that I wanted to own," Lee said. "Rockn' Joe is the type of franchise system you are truly proud to be a part of. It is a place where I want my friends and family to visit, and where I will enjoy going to work everyday."

For more information about franchise opportunities, contact Rockn' Joe toll free at 1-800-926-4003 or on the web at www.rocknjoe.net.

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