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**DIBS ON RIBS, INC.**

# Press Release

Dibs On Ribs franchising based on Burbank, CA icon  
barbecue style restaurant

Dibs On Ribs is now offering both single franchise units and area  
development territories.

Los Angeles, CA, October 6, 2006 -- Ken Hollowell, President of Los Angeles based Dibs On Ribs, Inc. announces the launching of a high volume barbecue style restaurant based on the success of a famous 20 year old restaurant in Burbank called Ribs USA.. Tom Byers and Steve Neuburger, the co-owners of Ribs USA, are partners in the Dibs On Ribs company. The Company estimates that 12 franchises will be sold and opened within the next 12 months here in Southern California, with national expansion in sight.

The initial cost of a Dibs On Ribs Barbecue Style Restaurant will be \$330,000 to \$420,000 to open. According to Hollowell, the Company is franchising because of the track record and success of franchising. He adds, "These ribs are some of the best I've ever eaten, and I've been around!" Less than 4% of all franchises fail according the U. S. Department of Commerce.

Offering dine-in, take out, and delivery, the company has positioned the concept to be the market leader in selected markets, and has already received many investment and franchise inquiries.

"I've created a team of professionals to train, support and guide the new franchisees from start to finish" says Hollowell, "It's hard to beat a 20-year track record of success!"

More information about the Dibs On Ribs franchise can be found at [www.dibsonribs.com](http://www.dibsonribs.com)

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