



The Briad Group Company Backgrounder

The Briad Group has come a long way since October 1987, when it opened its first franchise – a Steve’s Ice Cream/Carnegie Deli in Princeton, N.J.

Within one year of opening the original ice cream parlor, Briad opened a Roy Rogers restaurant in North Brunswick, N.J. The company continued to open additional Roy Rogers restaurants until 1994. At that time, the company switched to the Wendy’s franchising system, converting many of its existing Roy Rogers restaurants to the Wendy’s brand.

Today, Briad consists of three major divisions: quick-service, casual-dining and lodging. The quick-service division operates Wendy’s Old Fashioned Hamburgers restaurants; the casual-dining division oversees T.G.I. Friday’s restaurants; and the lodging division develops and operates hotels under the Marriott and Hilton brands.

Quick-service was Briad's first division and has proven to be extremely successful. The company now operates approximately 50 Wendy’s throughout New Jersey, New York and Pennsylvania, and plans to open more.

In 1993, Briad opened its first T.G.I. Friday’s restaurant in central New Jersey, leading to the establishment of the casual dining division. During the next few years, Briad acquired additional development rights for central and northern New Jersey, as well as exclusive rights in Connecticut. Briad was named the Domestic Franchise Group of the Year by Carlson Restaurants Worldwide, the franchisor of T.G.I. Friday’s, in the years 1996, 1997, 1998 and 2005.

Briad turned its attention to hotels in 1997, becoming a Marriott franchisee. Five years later, the company also became a Hilton franchisee. Since obtaining those franchise rights, Briad has developed more than \$250 million in real estate, focusing on limited-service hotels under the Courtyard, Residence Inn, Springhill Suites, Hilton Garden Inn and Homewood Suites brands. In 2003, Briad earned the Homewood Suites Development Achievement Award. Briad has developed, operated and managed more than a dozen properties during the past six years and is exploring 12 to 15 projects as future sites.

In order to lower construction costs, reduce construction time and provide greater oversight, Briad established a construction division in 1993. The division has successfully constructed all its restaurants on time and within budget and recently expanded to include construction of new hotels. It also includes a maintenance division to assist in keeping the buildings in top condition, while simultaneously controlling costs.

In June 2006 Briad acquired The Main Street Restaurant Group, the largest franchisee of T.G.I. Friday’s in the country. This acquisition brings the total number of Briad-owned T.G.I. Friday’s stores to approximately 68 locations in seven U.S. states (Arizona, California, Connecticut, Nevada, New Jersey, New Mexico and New York).

Moving forward, The Briad Group continues to seek opportunities for growth and strategic alliances. It has built a solid foundation by selecting quality franchise systems, employing experienced and talented managers and providing the infrastructure to support them.