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Big Apple Bagels® Returns to Lincoln with Braeda® Opening

DEERFIELD, Ill.--(BUSINESS WIRE)--BAB, Inc. (OTCBB: BABB) announced the opening today of a Big Apple Bagels Xpress® in the Braeda® Fresh Express Café location at 4901 “O” Street in Lincoln, Nebraska.

BAB Inc.’s Xpress concept was developed to tap into the opportunity of other retail concepts seeking to broaden their offering with BAB’s fresh baked bagels, My Favorite Muffin® muffins and/or their Brewster’s® Coffee, through a branded licensing program.

BAB views Lincoln – particularly the area near the “O” Street Braeda – as an ideal fit. For 13 years a loyal following frequented the Big Apple Bagels franchise on “O” Street until its departure in March when it lost its lease.

“We are pleased to have the dual opportunities of once again serving the many customers that contacted us to let us know how much Big Apple Bagels would be missed and introducing Braeda customers to our fresh bagels and uniquely delicious muffins,” stated Michael W. Evans, President and C.E.O. of BAB, Inc.

Braeda® Fresh Express Café, a division of Runza® National, has three locations in Lincoln which showcase an expansive menu of entrée salads, hearty pastas, gourmet soups, baked and deli sandwiches, desserts, espressos, and specialty drinks. Menu items at the new Xpress, which can be found only at the “O” Street Braeda, will include Big Apple Bagels proprietary bagels and cream cheese spreads, breakfast bagel sandwiches, and My Favorite Muffin gourmet muffins in “jumbo” and mini sizes.

“We are excited to bring Big Apple Bagels back to Lincoln and expand the menu at our 48th & O Braeda® location. Big Apple Bagels has a good history in this community and we look forward to continuing that relationship,” stated Donald Everett, Jr., President of Runza® National, Inc.

BAB, Inc. operates, franchises, and licenses Big Apple Bagels ®, My Favorite Muffin ® Jacobs Bros. Bagels ® and Brewster’s ® Coffee. The Company’s stock is traded on the OTCBB under the symbol BABB and its web site can be visited at www.babcorp.com.

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