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**RIPPLE'S NETWORK EXPANDS IN STRATEGIC MARKETS ACROSS THE U.S. WITH
NEW EINSTEIN BROS. AND NOAH'S BAGELS PARTNERSHIP**

*Ripple's Lifestyle Network to Roll Out in Select Einstein Bros. and Noah's Bagel
Restaurants in Markets Across the Country*

EL SEGUNDO, CALIF. – JULY 8, 2008 – Ripple, a network of screens located in specialty retail locations featuring content that informs, entertains and connects people to their world, announced today that the company has contracted with a subsidiary of Einstein Noah Restaurant Group (Nasdaq: BAGL) to bring Ripple screens into selected restaurant locations across the country. Einstein Noah Restaurant Group (ENRG) is the parent company of Einstein Bros.® Bagels and Noah's New York Bagels®, which offer casual dining atmospheres that combine the energy of the local neighborhood with a tradition of great tasting, quality food and hospitable service.

With the addition of screens in Einstein Bros. and Noah's, the Ripple network will reach nearly 30 million people each month, expanding Ripple's footprint in the Midwestern and Eastern regions, particularly the major metropolitan markets of Chicago, Boston, Detroit, Washington D.C., Philadelphia and Miami.

The contract between Ripple and Einstein Noah highlights both brands' commitment to the connection between customers and community. Ripple's network of screens integrates national content like news, weather and entertainment stories with customized, community-focused news and local event listings. This compelling blend of information and community forum is paired with targeted advertising offered at the national, regional and local levels. Together, Ripple and Einstein Noah deliver engaged consumers at moments of dwell-time, offering a platform for advertising messages from national brands as well as local businesses.

"Einstein Noah appreciates the unique way in which Ripple's network creates connections between businesses and their customers," said Jim Hood, chief marketing officer for Einstein Noah. "We believe our relationship with Ripple will deliver an enhanced in-store experience for our guests, allowing us to offer them not only high-quality food and a comfortable atmosphere, but also customized news and local information that further connects them to their communities."

Ripple's geo-targeting capabilities and content-focused approach to engaging consumers have attracted prestigious national brands as partners and advertisers. The Einstein Noah screens join Ripple's Lifestyle network, which reaches affluent, engaged consumers at moments of dwell-time they associate with leisure and positive retail experiences. Other Lifestyle network partners include Borders, The Coffee Bean & Tea Leaf, Robeks and Tully's Coffee. Ripple's QuickServe network engages dynamic, fast-moving audiences in high-frequency settings.

"We're very proud of our long-term, exclusive retail partners, and Einstein Noah is a welcome addition to our portfolio. Their authentic connection with a loyal and desirable customer base, unique environment dynamic and presence in top U.S. markets add up to the perfect fit as an anchor partner of Ripple's Lifestyle Network," said Alex Nocifera, Founder and President, Sales and Distribution at Ripple. "Extensive research demonstrates that audiences in these environments find true value in local, regional and national content to keep them connected. Ripple's Lifestyle network fosters that experience, offering news and entertainment combined with the added value of sharing information about locally relevant products, services and community events."

About Einstein Noah Restaurant Group:

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates locations primarily under the Einstein Bros.® Bagels and Noah's New York Bagels® brands and primarily franchises locations under the Manhattan Bagel® brand. The company's retail system consists of more than 600 restaurants, including more than 120 license locations, in 35 states plus the District of Columbia. It also operates a dough production facility. The company's stock is traded under the symbol BAGL. Visit <http://www.einsteinnoah.com> for additional information.

About Ripple:

Launched in 2006 with offices in El Segundo, CA and New York City, Ripple is a network of screens located in specialty retail locations, featuring content that informs, entertains and connects people to their world. With thousands of locations across the country, Ripple's rapidly expanding network currently reaches nearly 30 million consumers every month. Ripple creates an ideal advertising platform by pairing compelling content with highly targeted messaging. Major national advertisers and local businesses can take advantage of Ripple's geo-targeting capabilities and easily get their ads out anywhere on the network. Advertisers reach the right consumer at the right time, engaging a coveted, hard-to-reach demographic, in a unique position to take action on their message. The company's current distribution partners include Borders, Einstein Bros. Bagels, Jack in the Box, Juice it Up!, Robek's, The Coffee Bean & Tea Leaf and Tully's Coffee. Ripple's media partners include *The New York Times*, Reuters, MSNBC, CBS, Yahoo! E! Entertainment, and Eventful, among others.

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