



For Immediate Release
December 15, 2009

De Dutch Dives into 2010 with Largest Development Plans in over a Decade

Surrey, BC: De Dutch Pannekoek House Restaurants Inc. gets set to dive into 2010 with the largest business development plans in over a decade announcing three new franchise locations all expected to open by spring 2010. De Dutch President Bill Waring reveals, “We are very happy to announce that interest and confidence for the De Dutch business model has been stronger than ever in 2009 and as a result we can confirm the opening of three new restaurants in BC in the first quarter of the new year in: 1) South Surrey in the Grandview Corners Shopping District (160th Street and 24th Avenue); 2) west side of Vancouver (West 2nd Avenue and Yukon); and, 3) New Westminster in the Columbia Square Plaza (10th Street and Royal Avenue).”

Sales for the De Dutch system have shown growth and stability since the franchise was founded in BC in 1975 and even with the economic challenges of this past year, current members of the franchise are optimistic of solid sales growth in the future leading to their increased investment in the franchise. Alan and Delene George, award-winning Franchisees of the popular De Dutch location on Oak Street at 16th Avenue in Vancouver are thrilled to be expanding their business with the opening of their second location on West 2nd Avenue in Vancouver, BC. While Michelle Kendall, a current Manager at the Strawberry Hill De Dutch in Surrey, has invested in the new South Surrey location, the location in New Westminster is an opportunity still available.

Waring says, “The economic climate in BC is expected to improve in the new year and according to the recently released RBC Economics' provincial outlook report, the BC economy is forecasted to rebound as one of the fastest growing in Canada in 2010. Plus BC has been cited as a great market for expansion by not only local businesses but out-of-province and US companies as well. Our existing franchisees share that optimism in the economy as well as our business. And we are seeing increased interest in De Dutch among potential investors outside of our system as well.”

Melissa Oliver, Director of Franchise and Development for De Dutch agrees, “I have seen an unprecedented level of interest in the De Dutch franchise this past year and am delighted with the resulting growth in 2010. With additional franchise opportunities currently available in BC as well as Alberta, I am confident that 2010 will show the highest level of growth for De Dutch in over a decade.”

The thirty-four year old De Dutch franchise with 19 locations in Calgary, Alberta and BC's Lower Mainland, Vancouver Island, Fraser Valley, Okanagan, and Cariboo has successfully carved a niche in the competitive food service industry. While offering dinner at its Strawberry Hill location, De Dutch Pannekoek House specializes in breakfast, brunch and lunch, offering their customers a unique blend of European ethnicity in its menu items. The Pannekoek, a 12" in diameter Dutch-style pancake, is their signature dish and continues to draw loyal customers.

For more information and a current listing of De Dutch locations, visit www.dedutch.com.

-30-

For more information and jpg images of De Dutch related photos:

Nicole Poitras, Marketing Manager

De Dutch Pannekoek House Restaurants Inc.

Phone: 604.543.3101 • E-mail: npoitras@dedutch.com

Sandra Merk, Media Relations

Insight Productions

Phone: 604.535.9828 • E-mail: srmerk@shaw.ca