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Chicago Investors Announce Plans to Purchase World-Class Food Market Fox & Obel

Asset purchase by Vulpes, LLC will provide new capital to further strengthen, grow high-end brand

CHICAGO, Ill., January 9, 2007 – Vulpes, LLC, a group of Chicago-based investors with extensive experience in the retail, consumer and food industries, announced today that it intends to complete an asset purchase of premier gourmet food market Fox & Obel. The six-year-old Chicago market is well-known for its high-end food offerings from around the world, including organic produce, freshly baked artisan bread and fine cheeses.

Vulpes, LLC's acquisition of Fox & Obel will allow the store to further build on its well-established and highly-respected brand – one that is unique to the Chicago area. Bill Bolton, a Vulpes, LLC investor and 36-year veteran of the food-retailing industry, noted that the new investors are committed to continuing Fox & Obel's tradition of providing an unparalleled, world-class food offering to Chicago.

“We value and appreciate in Fox & Obel what its many loyal customers value and appreciate -- world-class products and service, and an overall experience that's unparalleled,” said Bolton. “We are looking forward to working with Fox & Obel's talented leadership team and staff to further build upon and enhance Fox & Obel's stellar brand and explore future expansion possibilities.”

Following completion of the planned purchase, customers can expect the same world-class experience, products and services they have grown to expect at Fox & Obel. Current Fox & Obel president and CEO, Keith Montague, will continue to oversee daily operations of the market – a position he has held for the past three years.

“The distinctive nature of the Fox & Obel brand has helped to attract and retain loyal customers searching for a unique and top-notch food market experience,” said Montague. “With Vulpes' ownership, we'll have additional resources available to build upon our already exceptional offerings and further improve the customer experience. There's no question that this new ownership will benefit Fox & Obel, and our customers – current and future.”

Vulpes, LLC's planned asset of purchase of Fox & Obel from Midwest Gourmet Foods, LLC is expected to close in early 2008, subject to customary closing conditions.

About Fox & Obel

Founded in 2001, Fox & Obel Market, Café and Catering is Chicago's first world-class food market. In just over six years with a single location, the company has become known around the globe for its passion, selection, presentation and celebration of great food. The market offers the finest food and service Chicago and the world has to offer, including locally grown organic produce, prime beef dry-aged on premise, freshly baked artisan bread and pastries, seafood flown to Chicago the day it is caught, a collection of the finest cheeses, a list of boutique wines and a gourmet-to-go section that rivals the cooking of any fine dining restaurant. The café serves breakfast, lunch, dinner, with menus including many classic dishes, as well as the best the season has to offer. Fox & Obel Catering caters events for 2 to 2,000, serving up the same quality and passion found in the store's café and market. For more information, please visit www.fox-obel.com.

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