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L2M Foodservice Design Group to Design Dining Establishments in Pennsylvania and New Jersey Travel Plazas

BALTIMORE – October 20, 2008 – L2M Foodservice Design Group, LLC, a national leader in foodservice planning and design – with expertise in health care, retail, and travel and leisure – has been hired by HMSHost, a world-renowned concession planning company, to design dining options in 17 travel plazas along the Pennsylvania Turnpike and redesign an existing plaza in Montvale, N.J.

In the first phase of the project, L2M Foodservice Design Group will update and enhance 17 Pennsylvania travel plazas by incorporating highly-recognizable HMSHost concepts such as Popeyes®, Burger King, Hershey's Ice Cream and Starbucks. In each location, durable, dynamic foodservice elements will be blended with visual function and appeal creating warm, inviting environments for road-weary travelers to enjoy a meal and time off the road. L2M's design package creates open food court layouts, able to house between three and six nationally-recognized restaurants, providing a desirable dining option for each guest.

In the second phase of the project, L2M Foodservice Design Group will work to do a complete redesign of the dining establishments in the Montvale Travel Plaza in New Jersey – the first rest area when headed south on the Garden State Parkway. Working in tandem with Cubellis Architects, the Montvale Travel Plaza will receive a complete facelift inside and out, incorporating an open food court with updated options in the interior with an enhanced exterior.

"With many years of foodservice design experience, specifically for travel and leisure venues, we know it's important to create spaces that are serviceable, efficient and provide an attractive space for visitors," said Stephen O'Connor, Foodservice Consultants Society International (FSCI) and L2M Foodservice Design Group principal. "Our entire team of skilled designers and project managers collaborate with the client on every project to find the best solution and create innovative, multi-functional spaces."

The Pennsylvania Turnpike projects and the Montvale Travel Plaza are both scheduled to be completed by 2010.

About L2M Foodservice Design Group, LLC:

Headquartered in Baltimore, L2M Foodservice Design Group has advanced expertise in retail, health care and travel & leisure design. Emphasizing innovation by collaboration, L2M Foodservice Design Group's skilled team of project managers and designers create functional design solutions that honor each client's vision, timeline and budget. For more information, visit L2M Foodservice Design Group at www.L2Mfoodservicedesign.com.

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