

## Press Release

### WingZone® Sets Health, Green, Economic Standards with OilFresh®

Chicago, IL – May 17, 2008 – OilFresh Corporation, recipient of one of this year's Kitchen Innovations (KI) awards, today announced the nationwide adoption of its OilFresh 1000SE Frying Oil Extender by WingZone Franchise Corporation. Receiving the prestigious KI award, selected by an independent panel of multi-unit operators and food facilities consultants, OilFresh proves that its innovative oil extending catalytic technology is poised to help the restaurant industry effectively address the market needs for healthier, more environmentally responsible food production while achieving significant cost savings.

Meanwhile, WingZone's standardization of the OilFresh 1000SE signals the industry's shift towards this new standard of health, environmental responsibility and operational efficiency.



The OilFresh 1000 Series, an innovative catalytic device, is a frying oil conditioner for keeping frying oil fresh. The device works on the molecular level to prevent oil from clumping, significantly extending frying oil life; furthermore, it enhances heat conductivity for faster cooking even at lower temperature, resulting higher operational efficiency and better food quality. WingZone, an Atlanta-based restaurant chain with nationwide locations, is one of the pioneers to adopt OilFresh technology. Having tested the OilFresh 1000 Frying Oil Extender with traditional restaurant frying oil, WingZone was happy to see the results. Frying oil usage went down almost by half. This allowed Jeff Daughenbaugh, Director of New Store and Product Development at WingZone, to think of new ways of innovating the restaurant kitchen and serve better foods to customers. 'It allowed us to switch to healthier oil,' says Daughenbaugh. WingZone spent the last four months testing the OilFresh 1000SE in Crisco Clearfry, a high-grade, zero-trans fat blend of sunflower, soy and corn oils. Again, the tests achieved WingZone's desired results.

Sonny Oh, Founder and CEO of OilFresh, is proud of bringing OilFresh technology to the food industry. 'Restaurants can now even double the life of their frying oil,' says Oh, 'and it also can lower cooking temperature by about 15-20 ° Fahrenheit, reducing cooking time by up to 20 percent.' Furthermore, WingZone customers, as well as customers from other restaurants using OilFresh, also reported liking the crispier and less greasy food cooked in OilFresh-enabled fryers.

Running product development for one of the fastest growing food franchises in the U.S., Daughenbaugh likes seeing innovative tools such as the OilFresh 1000, and he acted quickly to standardize OilFresh in all franchises stores nationwide. 'For a restaurant franchisee, cooking oil is like gas for a car,' Daughenbaugh commented, 'We see the cost of oil continue to go up in the next two years, but we need it to function as a restaurant, so we actively look for ways to use cooking oil smartly, healthily and more efficiently.' For an average franchisee, Daughenbaugh says, saving several hundred cans of oil per year amounts to big differences on the bottom line. For small enterprises, Daughenbaugh says, 'It pays off to use our advantage to move faster and adopt new technologies more readily.' Sonny Oh concurs 'We see the food industry becoming more health conscious, more environmentally conscious and more financially savvy all the time,' Oh says, 'and small and medium enterprises will lead the changes in all three areas.'

**About OilFresh® Corporation**

Founded in 2005 in Sunnyvale, California, OilFresh brings Silicon Valley's spirit of innovation to the food and hospitality industry with its OilFresh 1000 series of frying oil extenders.

Poised to revolutionize the restaurant industry's approach to deep frying, these catalytic oil conditioning devices dramatically reduce the breakdown of oil. Patented and NSF certified, the OilFresh technology can double frying oil life. The OilFresh 1000 Series received the 2008 Kitchen Innovations Award, a National Restaurant Association award honoring innovations addressing the needs of food service operators including energy conservation, productivity and safety improvement. The OilFresh 1000 Series devices are designed for open gas fryers from major fryer manufacturers including Dean, Frymaster, Pitco, Imperial, American Range and many more. OilFresh products are available through resellers ([www.oilfresh.com/resellers.html](http://www.oilfresh.com/resellers.html)). For more information, visit [www.oilfresh.com](http://www.oilfresh.com).

**About WingZone® Franchise Corporation**

With nearly 100 stores operating in 25 states and 30 more in development across the U.S., WingZone is one of the nation's fastest-growing takeout/delivery chains known for its fresh, cook-to-order fried food and sandwiches. Recently Inc. Magazine listed WingZone as one of 500 Fastest Growing U.S. Private Companies. WingZone also made Entrepreneur Magazine's Franchise 500 and Franchise Times' Fast 55.



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