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BAGGER DAVE'S LEGENDARY BURGERS & FRIES® Offers Free Food Giveaway to First One Hundred at Opening of New NOVI Location

SOUTHFIELD, MI, February 17: The Bagger Dave's Legendary Burgers & Fries location in Novi will open to the public on Sunday, February 21st at noon. The first 100 people in line at the opening will each receive a book of 52 coupons which are good for one of three menu items: a free cup of their Amazingly Delicious Turkey Black Bean Chili™, a bag of fresh-cut Dave's Sweet Potato Chips™, or a bag of Dave's Diced Potatoes.

"Bagger Dave's atmosphere and menu appeals to a wide range of people, and area residents have already been very receptive to our concept. We believe we add a unique dining option in this area that is booming with business, shopping and nightlife. Novi will have the opportunity to have the best burgers around at Bagger Dave's while relaxing in our casual dining area or enjoying a Michigan specialty-brew at the bar.", said Jamie Kane, General Manager of the Novi location.

Simply put, Bagger Dave's fresh, never-frozen premium beef blend makes the best burgers around. Also offering turkey burgers, which are always fresh and moist, guests can choose from more than 30 toppings to build their own burger and create their own "legend." The menu also features house-made sauces with bold flavors, fresh-cut fries, Dave's Sweet Potato Chips™, Amazingly Delicious Turkey Black Bean Chili™, Michigan craft beers on draft, liquor and wine. People of all ages will enjoy the warm, inviting, and entertaining atmosphere from the friendly and memorable guest service to the historical community photos and electric train that runs above the dining room and bar areas.

The Novi Bagger Dave's location is on Novi Road, just north of Grand River. This is the only Bagger Dave's location that serves breakfast daily, from 7 a.m. until 11 a.m. For more information please visit www.baggerdaves.com.

About Diversified Restaurant Holdings and Bagger Dave's®

Diversified Restaurant Holdings, Inc. owns and operates its own unique, full-service restaurant concept, Bagger Dave's Legendary Burgers and Fries®, which falls within the fast-casual dining segment and was launched in January 2008. Bagger Dave's® offers a full-service restaurant and bar at a fast casual price point for friends and families in a casual, comfortable atmosphere. The menu features freshly made burgers (never frozen) accompanied by more than 30 toppings from which to choose, fresh-cut fries, and hand-dipped milkshakes. Signature items include Sloppy Dave's BBQ®, Train Wreck Burger®, and Bagger Dave's Amazingly Delicious Turkey Black Bean Chili™. Currently, there are two locations in the state of Michigan with a third planned for opening in February 2010 and franchise registrations recently filed in the states of Michigan, Indiana and Ohio. The concept focuses on local flair with the interior showcasing historic photos of the city in which it resides. There's also an electric train that runs above the dining room and bar areas. All current and future locations will be smoke-free. For more information please visit www.baggerdaves.com

DRH also is a leading Buffalo Wild Wings® franchisee handling the operations of 16 Buffalo Wild Wings restaurants: five in Florida and 11 in Michigan. The Company has received franchise awards for the Highest Annual Restaurant Sales and operates four out of the top 25 franchise restaurants in sales volume in the Buffalo Wild Wings system.

Diversified Restaurant Holdings routinely posts news and other important information on its Web site at www.diversifiedrestaurantholdings.com.

Safe Harbor Statement

In addition to historical information, this press release may contain statements that constitute forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements contained in this press release include the intent, belief, or expectations of the Company and members of its management team with respect to the Company's future business operations and the assumptions upon which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance, and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Factors that could cause these differences include, but are not limited to, failure to complete anticipated sales under negotiations, lack of revenue growth, client discontinuances, failure to realize improvements in performance, efficiency and profitability, and adverse developments with respect to litigation or increased litigation costs, the operation or performance of the Company's business units or the market price of its common stock. Additional factors that would cause actual results to differ materially from those contemplated within this press release can also be found in the Company's SEC Filings. The Company disclaims any responsibility to update any forward-looking statements.

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