



NEWS RELEASE

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Diversified Restaurant Holdings Opens Newest Bagger Dave's® Location

- Location in upscale Novi, Michigan, is Company's third
- Future plans for up to 24 additional Bagger Dave's stores with potentially two more in 2010
- First Bagger Dave's to serve unique "Build Your Own Breakfast Sandwich"

SOUTHFIELD, MI, February 19, 2010 - Diversified Restaurant Holdings, Inc. (OTCBB: DFRH) ("DRH"), the owner/operator and soon to be franchisor of the unique, full service fast-casual restaurant and bar *Bagger Dave's Legendary Burgers & Fries*® and a leading franchisee for Buffalo Wild Wings®, Inc. (NASDAQ: BWLD), announced today that its latest Bagger Dave's location in Novi, Michigan, will open to the public on Sunday, February 21, 2010. The Company currently owns and operates successful Bagger Dave's stores in Berkley and Ann Arbor Michigan. DRH developed the unique Bagger Dave's concept in 2007 and opened its first two locations in 2008.

Intended to fill the niche between fast food and casual dining, Bagger Dave's provides quality food at a fast casual price point in a full service, neighborhood-oriented environment. The menu features fresh food, several signature items and the ability for each customer to create their own "legend" burger. Complemented by house-made sauces and a full-service bar, Bagger Dave's is truly a one of its kind dining experience.

Michael Ansley, President and CEO of DRH, commented, "Novi is one of the fastest growing and most affluent communities in Michigan and is considered a major shopping destination for many of the more than four million people in the Detroit metropolitan area. We felt strategically it was the best choice for our newest and largest Bagger Dave's location, and we intend to build on the success we've enjoyed in Berkley and Ann Arbor to make the Novi store a success as well."

"The market's enthusiasm over Bagger Dave's and our proven ability to profitably manage the concept puts us in position to pursue additional growth through the opening of up to 24 new locations over the next six years, either corporately-owned or franchised under our existing Franchise Disclosure Document filed in Michigan, Indiana and Ohio. We plan to open one to two additional corporate operations in 2010 alone. In addition, we will continue our drive to expand our franchised Buffalo Wild Wings operations in Michigan and

Florida under our 22 store expansion agreement with two additional stores planned for 2010, and potentially a third, once a location is confirmed. We are evaluating the possible acquisition of market locations outside our current footprint as well.”, Mr. Ansley concluded.

The Novi location will also add breakfast as a part of its service option by offering a “Build Your Own Breakfast Sandwich” with fresh, high-quality branded English muffins and the many options for toppings and sauces available for the “Build Your Own Burger”. The breakfast option increases the revenue potential of the store with minimal additional costs. DRH expects to roll out breakfast at its other two Bagger Dave's locations during 2010.

DRH operates 16 Buffalo Wild Wings (BWW) stores in Michigan and Florida and has an Area Development Agreement with Buffalo Wild Wings International to open 22 additional BWW locations by 2017. The Company recently announced plans for the opening this year of new BWW locations in Marquette and Chesterfield, Michigan.

About Diversified Restaurant Holdings

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.

About Buffalo Wild Wings®

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of restaurants featuring a variety of boldly-flavored, made-to-order menu items including Buffalo-style chicken wings spun in one of 14 signature sauces. Buffalo Wild Wings® is an inviting neighborhood destination with widespread appeal and is the recipient of dozens of “Best Wings” and “Best Sports Bar” awards from across the country. There are currently over 650 Buffalo Wild Wings locations across 42 states.

Safe Harbor Regarding Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended.

Forward-looking statements are subject to risks, uncertainties and assumptions and are identified by words such as “expects,” “estimates,” “projects,” “anticipates,” “believes,” “could,” and other similar words. Forward-looking statements are based upon the current beliefs and expectations of management. All statements addressing operating performance, events, or developments that Diversified Restaurant Holdings, Inc. expects or anticipates will occur in the future, including but not limited to franchise sales, store openings, financial performance 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 are forward-looking statements. Because they are forward-looking, they should be evaluated in light of important risk factors and uncertainties. Actual results may vary materially from those contained in forward-looking statement based on a number of risk factors and uncertainties including, without limitation, our ability to operate in new markets, the cost of commodities, the success of our marketing and other initiatives to attract customers, customer preferences, operating costs, economic conditions, competition, the availability of financing for franchisees and the Company, and the impact of applicable regulations. These and other

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risk factors and uncertainties are more fully described in Diversified Restaurant Holdings' most recent Annual and Quarterly Reports filed with the Securities and Exchange Commission. Undue reliance should not be placed on Diversified Restaurant Holdings' forward-looking statements. Except as required by law, Diversified Restaurant Holdings, Inc. disclaims any obligation to update or publicly announce any revisions to any of the forward-looking statements contained in this press release.