



Contact: Shannon Kubenez, Director of Marketing
Phone Number: 248-223-9160 x103
E-mail: skubenez@baggerdaves.com

DRH Signs Franchise Agreement For 11th Buffalo Wild Wings[®] Operation in 32 Store Expansion Plan

Marquette, MI Slated To Open In 2010

Southfield, MI, October 29, 2009: Diversified Restaurant Holdings Inc. (OTCBB: DFRH) announced today that it has signed a franchise agreement to operate a new Buffalo Wild Wings in Marquette, MI. The store is slated to open in 2010. This is their eleventh restaurant out of a recently executed 32 Store Area Development Agreement with Buffalo Wild Wings International, Inc.

“The Marquette store represents another key step in our long-range plan to build Diversified Restaurant Holdings into a formidable presence in the Midwest. We feel that Buffalo Wild Wings is a great brand and we look forward to opening more locations over the next nine years.” stated T. Michael Ansley, President and CEO of Diversified Restaurant Holdings, Inc.

#

About the Company

Diversified Restaurant Holdings, Inc. is a restaurant management company, handling the operations of 16 Buffalo Wild Wings restaurants; five in Florida and 11 in Michigan. Previously, 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. The company also owns and operates its own restaurant concept, Bagger Dave's Legendary Burgers and Fries[®], which falls within the fast-casual dining segment. Currently there are two locations in the State of Michigan.

About Bagger Dave's[®]

Diversified Restaurant Holdings, Inc. launched Bagger Dave's in January 2008 with the first location in Berkley, MI and the second in August 2008 in Ann Arbor, MI. The menu features freshly made burgers (never frozen) accompanied by more than 30 toppings to add-on, 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. 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.

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.