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**Dennis Monroe, Chairman of Krass Monroe law firm, adds new role,
CEO of Parasole Restaurant Holdings**

January 27, 2009 – Minneapolis, Minn. As a leader in innovative legal thinking, Krass Monroe, P.A., has built a reputation for being “more than a law firm.” And its Chairman, Dennis Monroe – nationally recognized for his knowledge of retail and restaurant law, financing and operations – has gained a reputation as more than a lawyer.

So when long-standing client Parasole Restaurant Holdings asked Monroe to expand his responsibilities by becoming its Chief Executive Officer and General Counsel, it was no surprise to Monroe’s Partners because such an offer exemplifies Krass Monroe’s long standing multi-disciplinary strengths and illustrates how both parties gain from them.

“Clients with complex legal and financial issues profit greatly from our multidisciplinary approach,” explained Monroe. “But the benefits accrue in both directions. By inviting me to serve as Chief Executive Officer, Parasole gains even deeper access to my unique set of skills, and in turn Krass Monroe and its clients will benefit from my close association with one of the country’s most dynamic creative engines.”

A natural outgrowth of the Krass Monroe philosophy

Recognizing that most clients’ needs do not fit into silos, Dennis Monroe steered Krass Monroe toward this unique multi-disciplinary approach. This approach underscores the fact that accounting, finance and tax disciplines complement the firm’s array of legal services to provide clients with the competencies they need to solve complex problems.

“We have the legal, financial and business tools our clients need. And we’re eager to partner with them to achieve their goals. Assuming the title of CEO at Parasole may seem challenging, but in reality it’s just one more example of how we work with our clients,” said Monroe.

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Krass Monroe and Parasole: Long-term partners

Krass Monroe has provided legal services to Parasole Restaurant Holdings, LLC since 2000. “For years now, we have not made a move without Monroe’s counsel,” said Phil Roberts, founding partner of Parasole. “It’s no secret that I’m an enthusiastic creator, but when it comes to operations, finance and legal matters, I’m as competent as a wheel of Parmigiano. As we have grown over the years and added to our family of restaurants, we have come to rely on Dennis to a progressively greater extent. Having him aboard in a formal capacity just makes sense, since he has long since become integral to our operations.”

Parasole Restaurant Holdings is not the first client for whom Monroe has provided executive leadership. As a board member and chair, informal advisor, and interim executive, he has assisted several Krass Monroe clients in navigating business and legal challenges.

Leading Parasole represents a departure in two ways, however. “The formalization and public announcement of my role is something new,” explained Monroe, “and so is the nature of the opportunity Parasole presents for Krass Monroe.” The knowledge Monroe gains from his hands-on experience will add an entirely new dimension to the firm’s knowledge base.

What will change at Krass Monroe

Monroe will retain the chairmanship of Krass Monroe and continue to be available to the firm’s wide array of clients. In order to free the time necessary to lead Parasole, he will transition some day-to-day administrative responsibilities to other members of the Krass Monroe administrative team.

“On a substantive level, I anticipate minimal change,” said Monroe. “For the past year, I have effectively led Parasole while serving the needs of our clients and staff. The formalization of my role as its Chief Executive Officer will not entail any additional changes.”

About Dennis Monroe

Dennis Monroe is Chairman and senior partner of Krass Monroe, P.A., the Minneapolis law firm he co-founded in 1985. Dennis has achieved national recognition for his experience in corporate and institutional finance and mergers and acquisitions, and he is often consulted regarding the latest acquisition financing techniques. He is a frequent speaker at business conferences, professional organizations, and special finance industry events. He is also an annual presenter at the Restaurant Finance and Development Conference and was one of three people to receive a first-ever *Hall of Fame* award at the 10th annual conference. Recognized by *Franchise Times* magazine as a leader in the franchise industry, the magazine has honored him as one of

franchising's top 100 "Legal Eagles", featured him in a cover story as "Franchising's Go To Guy" and selected him as one of their "Top 20 to Watch". He has been selected as one of the top 10 mergers and acquisitions lawyers for Minnesota and is consistently honored each year as a Minnesota "Super Lawyer" by *Minnesota Law & Politics* magazine.

In addition to speaking, Dennis frequently contributes to franchise finance industry publications, including a monthly column for *Franchise Times* magazine, articles written for the *Restaurant Finance Monitor*, *Journal of Real Estate Finance*, and *Hospitality News*. Interviews with Dennis have appeared in *USA Today's* "Money" section, *Forbes* magazine, *Nation's Restaurant News*, *Chain Leader* and *The Wall Street Journal*.

Dennis earned his B.A. degree, cum laude, from Carthage College, and an M.B.A. degree in business administration/finance and a Juris Doctor degree from Saint Louis University.

About Krass Monroe

The Minneapolis based law firm has approximately 40 legal professionals, including its team of lawyers – many of whom have been locally and nationally recognized as industry leaders. As "More Than a Law Firm," Krass Monroe offers a comprehensive array of services at the local, regional, national and international levels in areas including business law, corporate finance, mergers and acquisitions, franchise, distribution and intellectual property law, litigation, public finance, real estate, taxation, wealth preservation, and other advisory services. To learn more about the firm and its unique menu of services, visit www.krassmonroe.com.

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