



HEARTS OF GOLD

links to a better life...

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NYC Così® restaurants support Hearts of Gold to raise money and awareness for homeless mothers and their children

New York, NY, October 12, 2009 – Mothers and their children in our community struggling with homelessness will be getting some much-needed support from those looking for a great meal on **Monday, October 26, 2009**.

New York City Così® restaurants are hosting a “Community Benefit Night” fundraiser for **Hearts of Gold** (<http://www.heartsofgold.org>) on **October 26** at all of their Manhattan locations as well as the Great Neck and Plainview locations. Ten percent of each purchase (excluding alcohol purchases and catering sales) will go to the organization. This event is in celebration of October 26th being proclaimed as “Hearts of Gold” day by Mayor Michael R. Bloomberg in 2006.

“At Così®, we understand the importance of supporting local organizations and community groups where we do business. We are excited to partner with a great organization like **Hearts of Gold** to help raise awareness and support for **homeless mothers and their children in the city**,” explains James Hyatt, CEO and President for Così Inc. “We are dedicated to supporting our local neighborhoods and building relationships that help ensure a stronger and more vibrant community where we can all thrive.”

WHAT: NYC AND SELECT LONG ISLAND COSÌ® RESTAURANTS

HOST HEARTS OF GOLD AND GIVE 10% BACK

**WHEN: MONDAY, OCTOBER 26
5:00PM – 7:00PM**

WHERE: 257 Park Ave. S; 38 E. 45th St; 11 W. 42nd St.; 60 E. 56 St.; 200 Vesey (WFC); 55 Broad St.; 1633 Broadway; 61 W. 48 St.; 685 Third Ave.; 461 Park Ave. S.; 841 Broadway; 498 Seventh Ave.; 700 Sixth Ave.; 53 E. 8th St. (NYU); 2186 Broadway; 44 Great Neck Road (Great Neck, NY); 441 South Oyster Bay Road (Plainview, NY)

ABOUT HEARTS OF GOLD

Hearts of Gold (HoG) was founded in 1996 by Deborah Koenigsberger, a former model and a fashion industry stylist who owns a successful women's clothing boutique, **Noir et Blanc... Bis**, established in 1989 in Manhattan's Chelsea district. Her caring nature was touched by the struggles of homeless women in her neighborhood, so in 1996 she founded HoG, a not-for-profit organization that exists to improve the lives of New York City's homeless mothers and their children. HoG has raised more than \$1.6 million in support of city shelters including Icahn House East, LLC; Nazareth Housing; and the former Alexander Abraham Residence. In 2008, HoG adopted a new shelter, Semiperm HDFC. In 2009, founder Koenigsberger was named a Smart Cookie Awards honoree by Condé Nast's *Cookie* magazine. The organization has attracted the support of such luminaries as **Bobbi Brown, Kirsten Dunst, Emme, Edie Falco, Marcia Gay Harden, Hoda Kotb, Laura Linney, Soledad O'Brien, Susan Sarandon, Ivana Trump, Tamara Tunie, Vanessa L. Williams, and Stevie Wonder**. HoG is a 501(c)(3) organization. For more information on how you can help, visit www.heartsofgold.org.

About COSÌ, Inc. (Nasdaq: COSÌ)

COSÌ (<http://www.getcosi.com>) is a national premium convenience restaurant chain that has developed featured foods built around a secret, generations-old recipe of crackly crust flatbread. The COSÌ® menu features sandwiches, freshly tossed salads, melts, soups, COSÌ® bagels, flatbread pizzas, S'mores, snacks and other desserts, and a wide range of coffee and coffee-based drinks and other specialty beverages.

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