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FOR IMMEDIATE RELEASE

McGRATH/POWER CLIENT WINS FOOD NETWORK AWARD

The Holland, Inc.'s Burgerville Restaurants Recognized for Both Food and Philosophy

SANTA CLARA, Calif., April 16, 2007 – McGrath/Power Public Relations and Communications, today announced that its client, The Holland, Inc., parent company of the Pacific Northwest Burgerville restaurant chain, was recognized at the first annual Food Network Awards, taking home the prize in the “Better Burger” category. At Burgerville’s request, McGrath/Power Vice President Kathryn Walker accepted the award on the company’s behalf at a nationally televised red carpet awards gala filmed in Miami Beach, Florida and hosted by Emeril Lagasse.

During the event, Burgerville was honored not only for the authenticity of its food, but for the environmentally conscious manner in which the company operates. The family-owned restaurant company serves fresh local food in Oregon and Washington with a focus on sustainable practices. All 39 Burgerville locations and The Holland, Inc. corporate headquarters in Vancouver, Wash. utilize 100 percent wind power for all electricity needs. Supplier partnerships with local cattle ranchers, like the Country Natural Beef consortium for sustainably raised beef, also contribute to Burgerville’s reputation for uncompromising quality.

“Consuming fossil fuel to fly across the country to accept an award for environmentally sustainable business practices did not fit within The Holland, Inc.’s corporate values. The logical solution was to send a member of our East Coast office to accept the award on their behalf,” said Jonathan Bloom, CEO of McGrath/Power. “The Holland and their Burgerville chain of restaurants are committed to changing the way that business does business. In our partnership with the company we support this message in any way possible. We were proud to represent Burgerville at the Food Network Awards and look forward to garnering more praise for the accomplishments of this deserving establishment.”

Increased visibility for the Burgerville chain of restaurants through proactive public relations efforts assisted in the nomination process. The company was selected to win the “Better Burger” award category by an internal panel led by Food Network Kitchens, which represents all departments at the network. The ceremony was filmed live on February 23, 2007 as part of the

Food Network South Beach Wine & Food Festival. The program aired on April 15, 2007 at 9 p.m. Pacific Daylight Time (PDT).

For additional information on McGrath/Power's work with The Holland, Inc. or other client programs, please visit: <http://www.mcgrathpower.com/>.

About McGrath/Power Public Relations and Communications

McGrath/Power is the public relations agency of choice for national and global technology leaders. The agency was established in 1983 with a commitment to align enterprise business goals with communications objectives and has worked in partnership with some of the nation's best-known consumer and technology brands. McGrath/Power has helped to launch and build leaders such as TiVo, Internet Security Systems, RSA Security and EarthLink. McGrath/Power is the Silicon Valley partner of the WORLDCOM Public Relations Group, the world's largest consortium of independent public relations agencies.

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