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**Original Bagel Company names Bill Lasek
to newly created position of
Chief Operating Officer**

**Former Tribeca Oven Production Manager will oversee and strengthen
Operational Quality Controls and Food Safety systems**

WEST CALDWELL, New Jersey; November 15, 2011 – Original Bagel, scratch bakers of authentic kettle boiled bagels to the in-store bakery and foodservice segments, has named Bill Lasek as its new Chief Operating Officer as of November 1, 2011.

Bill Lasek, who had been production manager at the respected all natural artisan bread maker Tribeca Oven, will be in charge of managing Original Bagel's quality control and food safety programs. Additionally, Bill will be spear-heading Original Bagel's efforts to expand baking capacity for future needs.

"Hiring Bill Lasek to oversee operations strengthens our ability to meet the needs of our growing customer base and is an investment in our future," noted David Harris, President of Original Bagel. "Bill's comprehensive understanding of baking, quality control systems and food safety will greatly benefit Original Bagel, and most importantly, our customers."

Before joining Original Bagel, Bill oversaw the 24/6 production operation for Tribeca Oven. While at Tribeca, he was credited with developing controls which reduced company rejects by over 50%, Implemented quality controls that increased final product quality, driving the production team to achieve SQF certification as part of the Global Food Safety Initiative, and also working to expand production capacities by 20% during the course of his tenure.

Prior to Tribeca Oven, he worked for Wrigley, overseeing 3rd shift production in their Edison New Jersey gum base manufacturing facility.

Bill has worked his way through college debt-free and is currently completing his final 3 credits to achieve a BA in Chemistry from Rutgers University.

He and his fiancée Jennifer live in Woodbridge, New Jersey.