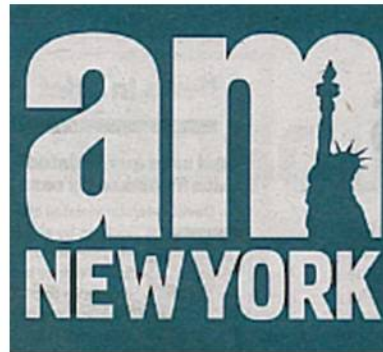




berk communications, inc.

public relations ■ special events ■ marketing

August 18, 2010



COMING SOON Mel's Burger Bar will bring old-time burger joints back to life when it opens Aug. 26 in Morningside Heights at 2850 Broadway between 110th and 111th streets. It will offer seven burger creations, 18 beers on tap and — if those flashing lights in the background are any indication — showgirls, we hope!