

MTY launches Thai Express in retail stores

TSX Trading Symbol: "MTY"

MONTREAL, Aug. 26, 2013 /CNW Telbec/ - MTY Food Group Inc. ("MTY" or the "Company") (TSX: MTY), franchisor and operator of multiple concepts of quick service restaurants, announced today that pursuant to a license agreement signed with Produits Alimentaires Berthelet Inc., the Thai Express brand has launched five products this week in 295 Metro, Metro Plus and Super C stores located in the province of Quebec. The initial order was for approximately 100,000 units.

In the coming weeks, it is expected that the portfolio of products will be introduced in an additional 279 IGA and IGA Extra stores in Quebec, with plans to roll out in Ontario later this fall.

The portfolio of 5 products, available in the frozen food section, features some of the most popular Thai Express restaurant meals packaged in a convenient ready to eat format. The products sold in the retail channel will enable consumers to increase their overall Thai Express brand experience by providing them additional occasions to enjoy their favorite Thai Express meals.

Certain information in this News Release may constitute "forward-looking" information that involves known and unknown risks, uncertainties, future expectations and other factors which may cause the actual results, performance or achievements of the Company or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. When used in this News Release, this information may include words such as "anticipate", "estimate", "may", "will", "expect", "believe", "plan" and other terminology. This information reflects current expectations regarding future events and operating performance and speaks only as of the date of this News Release. Except as required by law, we assume no obligation to update or revise forward-looking information to reflect new events or circumstances. Additional information is available in the Company's Management Discussion and Analysis, which can be found on SEDAR at www.sedar.com.

**On Behalf of the Board of Directors of
MTY Food Group Inc.**

Stanley Ma, Chairman, President & CEO

SOURCE: MTY FOOD GROUP INC.

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For further information:

For more information please contact Eric Lefebvre, Chief Financial Officer at 1-514-336-8885 or by email at ir@mtygroup.com, or visit our website: www.mtygroup.com or SEDAR's website at www.sedar.com under the Company's name.

CO: MTY FOOD GROUP INC.

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