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Larry King's Post Talk Show Job: Bagel Boy?

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Larry King with Steven Fassberg, (left), President, CEO and Founder, The Original Brooklyn Water Bagel Co. and Scott Harris, Chief Operating Office

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LOS ANGELES, Calif. -- Larry King may be leaving his talk show at CNN this fall, but he'll have a new job to keep him busy – bagel boy.

Well, sort of, Larry has joined the fold at The Original Brooklyn Water Bagel Co., a restaurant chain which takes "Brooklynized" water to its outlets, where it is used in the various products the shop makes.

"What an honor to have someone with the international stature of Larry King become involved with our company as it grows nationally and worldwide," Steve Fassberg, president and CEO, said in a statement. "His Brooklyn roots, his business savvy and his passion for promoting a healthy lifestyle made it a natural fit with our core mission."

Larry is expected to be a spokesman of sorts, promoting the product on radio, the internet and in print. He will also help them expand the franchise in Southern California.

"I was intrigued to hear about the technology behind Brooklynized water as many people thought it couldn't be done," Larry, who was born in Brooklyn, said in a statement. "But after experiencing the product first hand, Brooklyn Water Bagel brought back childhood memories - one bite and I was back in Brooklyn."

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