



News Release

Contact: Nicole Minadeo, Fishman Public Relations, 847-945-1300 x256,
nminadeo@fishmanpr.com

FOR IMMEDIATE RELEASE

Teriyaki Experience Announces Deals for 55 New Franchised Locations

International Asian-inspired quick-serve concept sizzling into Houston and Puerto Rico

OAKVILLE, Ontario – Teriyaki Experience, an international Asian-inspired quick-serve concept with over 125 restaurants, recognized for being the delicious, nutritious, healthy alternative to traditional fast food, is defying recession-conservatism and recently announced having entered into two area development agreements which will result in 57 new franchised locations throughout both Houston and Puerto Rico.

The development schedule calls for a minimum of 45 locations over the next ten years throughout Houston and its surrounding areas, and a minimum of 12 locations throughout Puerto Rico over the next five years. This is part of a nationwide expansion plan which calls for 600 locations across the nation in the next five to seven years.

B&G Fit Ventures is a family owned corporation based out of Morgan City, Louisiana and will be responsible for developing the Houston marketplace. It is affiliated by common ownership with several additional corporations involved in restaurant related activities, the largest being B&G Food Enterprises, LLC. Together the other affiliated companies own and operate directly over 50 Taco Bell and KFC restaurants in Louisiana, Mississippi and Texas and have been operating restaurants for over 28 years. Their first unit is slated to open within 6-8 months in Houston.

Aprendo Strada Inc., Principal Rafael Perez Zayas will be responsible for developing the Puerto Rico market. The group has extensive franchising experience as they are also the Area Director for Quiznos in Puerto Rico with 36 franchised locations on the island. The company's first location is slated to open within 6-12 months depending on site availability and approval.

"The current economic environment presents an excellent growth opportunity for us, as consumers continue to seek more inexpensive but healthy dining options," said Nick Veloce, President of Teriyaki Experience. "These agreements position our brand to continue to be the dominate player in the hottest and fastest-growing category in the food industry."

Teriyaki Experience is re-defining the quick-service restaurant dining segment in the world with its nutritious alternative to traditional fast food. All dishes are cooked with water, not oil, which minimizes the calorie and fat content to fit a health-conscious lifestyle. Using the teppanyaki griddle to prepare meals fast and fresh, sizzling meals are prepared in less than two minutes and right before customers' eyes. The menu features a selection of rice and noodle meals, wraps, salads and sushi. Most menu items have less than 10 grams of fat and contain less than 600 calories.

For further information on any of these signed deal agreements or to inquire about the Teriyaki Experience franchise opportunity, please contact Joe Arancio, Vice President of U.S. Development, at (800) 555-5726 x300 or email at jarancio@teriyakiexperience.com.

About Teriyaki Experience

Founded in 1986, Teriyaki Experience is an Asian-inspired quick serve franchise dedicated to serving delicious, healthy alternatives to traditional fast food. As a leader in one of the hottest and fastest-growing segments in the restaurant industry, Teriyaki Experience encourages people to "Live Light. Eat Right!" Today, the company boasts over 125 operating locations and more than 475 additional restaurants are committed to open throughout the United States, Canada, the Middle East, Europe, South and Central America, South Africa and the Caribbean. For more information on Teriyaki Experience, visit www.teriyakiexperience.com.

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