



News Release

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FOR IMMEDIATE RELEASE

Teriyaki Experience Creating an “Asian Sensation” in Romania

Booming Asian-inspired quick service chain continues to expand its delicious and nutritious taste experience

OAKVILLE, Ontario, January 5, 2009 – Teriyaki Experience, an international Asian-inspired quick-serve concept with over 120 restaurants, recognized for being the healthy alternative to traditional fast food, announces the opening of its first Romania location in Liberty Center, Bucharest.

The opening of the new site in the Liberty Center Shopping Mall marks the first Teriyaki Experience location in Romania and two more are on track to open in the next 90 days. This new restaurant is part of an aggressive expansion initiative that calls for at least 20 restaurants to open in the region over the next five years.

Franchise & Brands International SRL and Ali Awdi and Mehdi Awdi acquired the development rights to open a minimum of 60 Teriyaki Experience locations throughout Romania, Bulgaria and Moldova over the next ten years. This is part of an international expansion plan which calls for 600 locations across the world in the next five to seven years.

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. The Teriyaki Experience

meals combine garden fresh vegetables with all-white meat chicken, beef, shrimp or tofu, and a choice of Japanese steamed rice or yakisoba noodles and topped with the customers choice of Sweet Chili, Pan-Asian Temptation, Orange Zing or the famous signature Teriyaki sauce.

“Our fresh menu is loved by people across the globe. We’re excited about bringing the brand to Romania and using the local markets to catapult our growing brand into other markets throughout the country,” said Nick Veloce, COO for Teriyaki Experience. “Our concept has proven successful in various regions throughout the world, and we look forward to pushing forward with our international expansion.”

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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