



News Release

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FOR IMMEDIATE RELEASE

RESISTING THE RECESSION: TERIYAKI EXPERIENCE FUELS FRANCHISE GROWTH IN FLORIDA

Rapid Growing Asian-Inspired Quick Serve Concept Offers Bold New Flavor For Success

OAKVILLE, Ontario – Despite an uncertain economy, consumers do not want to feel tied down to eating at home every night. Teriyaki Experience is capitalizing on the opportunity to provide consumers with affordable, delicious nutritious meals as they continue to fuel their franchise expansion throughout the Florida marketplace.

According to the National Restaurant Association's annual forecast, Florida is one of the top states where restaurant sales volume is projected to see a 2.4% increase for 2010. Poised as one of the strongest contenders in the Asian quick serve industry, Teriyaki Experience recently opened their fourth location in the region in less than a year and has plans to continue to grow to 150 locations throughout the state by the end of 2015.

"Florida has been an extremely successful market for growing our brand in the U.S.," said Nick Veloce, President and COO for Teriyaki Experience. "The growing number of health-conscious consumers, coupled with the fact that Asian-inspired foods have become the hottest and fastest-growing category in the food industry, puts us in a very favorable position for dominating the Asian quick serve industry."

Since opening its first Florida restaurant in March of 2009 at The Shops at Wiregrass in Orlando, Teriyaki Experience has shown no signs of stopping its aggressive expansion and subsequently opened locations in Orlando's University Commons Plaza and in The Mall at Millenia and most recently at The Gardens Mall in Palm Beach Gardens. For maximum exposure, Teriyaki Experience restaurant locations are conveniently located in highly-trafficked venues, such as shopping mall food courts and universities, where accessibility and affordability are essential.

Leading the brand's Florida expansion strategy is Mangiasumo Foods LLC and Area Developer, Fior Bresolin who acquired the area development rights for Teriyaki Experience throughout the Florida region. "We are looking forward to a successful year in 2010 and are particularly excited about our

expansion plans throughout the area.” states Bresolin. “Teriyaki Experience is dedicated to providing our customers quality fast food at an affordable price.”

Teriyaki Experience offers customers the option of cooking their food with water to minimize calorie and fat content for a more healthy option or with their signature Asian cooking sauce for a more flavorful experience. Using the teppanyaki griddle to prepare meals fast and fresh, sizzling meals are prepared in less than three minutes and right before customers’ eyes. The menu features a selection of rice and noodle meals, soups, wraps, salads and sushi. Most menu items have less than 10 grams of fat and contain less than 600 calories.

Exceptional locations have been identified throughout the state and Teriyaki Experience is currently seeking single and multi-unit franchisees with a strong desire to continue to grow the already successful brand. With a franchise fee of \$25,000, the investment to own and operate a Teriyaki Experience restaurant is typically \$199,500 to \$360,500.

For franchising opportunities in Florida, contact Fiorenzo Bresolin, area developer for Central Florida, at (561) 740 2447 or visit www.teriyakiexperience.us/franchising.htm

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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