



News Release

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FOR IMMEDIATE RELEASE

TERIYAKI EXPERIENCE ARRIVES IN WESLEY CHAPEL

Asian-Inspired Quick Serve Chain Opens Newest Location in the Shops at Wiregrass

OAKVILLE, Ontario, March 2009.....Teriyaki Experience, an international Asian-inspired quick-serve concept recognized for being a healthy alternative to traditional fast food, opened its first Florida location in Wesley Chapel in the Shops at Wiregrass at 28152 Paseo Drive.

Since breaking into the U.S. in 2007, Teriyaki Experience has opened 7 restaurants and has signed commitments for an additional 250 U.S. locations scheduled to open within the next five to seven years. The primary states being targeted for U.S. expansion include Georgia, New York, California, Iowa, Arizona and Florida.

“We’re excited about bringing our fast and fresh Asian-inspired menu to the greater Tampa marketplace and using the local market to catapult our growing brand into other markets throughout the country,” said Nick Veloce, President and COO for Teriyaki Experience. “The simplicity of operation, high-quality healthy ingredients and increasing consumer demand are key factors that set Teriyaki Experience apart from its competition.”

Teriyaki Experience is re-defining the quick-service restaurant dining segment in Wesley Chapel 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 three 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. Each meal combines 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.

Mangiasumo Foods LLC acquired the area development rights for Teriyaki Experience throughout the Florida region, with plans to open 150 additional locations. The next location is slated to open in Orlando shortly.

“As Teriyaki Experience continues to expand its brand in markets all across the country, we are very pleased to be working with Mangiasumo Foods LLC to introduce and develop the brand in the local market and building upon our already strong history and rich heritage worldwide,” added Veloce. “Their impressive track record and passion for our brand are assets in expanding our U.S. presence.”

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. The company provides initial site selection and construction, comprehensive onsite training, and marketing and promotional materials as part of its support services. While prospective franchisees do not need to have a background in restaurant operations, area developers should have a keen understanding of franchising.

For franchising opportunities, contact Fiorenzo Bresolin, area developer for Central Florida, at (561) 740 2447.

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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