



News Release

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FOR IMMEDIATE RELEASE

Asian Cooking Sauce Gives Customers Even More Choice

New Secret Sauce Ramps Up the Flavor

Oakville, ON...February 17, 2010.....In their ongoing effort to keep the Experience one their customers keep coming back for, Teriyaki Experience has introduced a new preparation choice for customers. Customers can have their meal cooked with water for a light healthy experience (the standard procedure for over a decade) or they can choose to have their meal cooked with the chain's new signature Asian cooking sauce for a full flavor experience.

"It's our goal to stay tuned to what our customers want. We recently tested this sauce in a number of Canadian and U.S. stores and the customer reaction was unanimous. They told us that they liked having the ability to choose how their meal was prepared", said Nick Veloce, President & COO, Teriyaki Experience. "Since we prepare each meal fresh for each customer, it's easy for us to customize to suit each customer's preference", Veloce said.

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 135 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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