



# News Release

Contact: Renate Fox  
905-337-4918

FOR IMMEDIATE RELEASE

## Second Location Opens in Romania

**OAKVILLE, Ontario, May 2009....** Just five months after opening the first location in Romania, Master Franchisees, *Franchise & Brands International*, have opened a second unit. Located in the Băneasa Shopping City, the mall is positioned as a premier fashion destination and is located in the commercial area of the Băneasa Project. The Băneasa Project includes an open and spacious residential area, a modern business park and, when fully completed, will be one of the largest commercial areas in Romania.

This new location is part of an aggressive expansion initiative that calls for at least 20 units 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.

"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](http://www.teriyakiexperience.com).

For franchising opportunities, contact Nik Jurkovic at [njurkovic@teriyakiexperience.com](mailto:njurkovic@teriyakiexperience.com)

###