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EDO JAPAN CELEBRATES THE OPENING OF 100th RESTAURANT

Thriving quick-service restaurant chain opens newest location with free giveaways for a year

Calgary, Alberta (May 10, 2011) – Edo Japan, an Alberta-based company known for its fresh and healthy Teppan-style cooking and signature Teriyaki sauce, is celebrating the grand opening of its 100th restaurant.

To commemorate this milestone, the new restaurant, located in Edmonton, Alberta will be giving away **free Edo Japan food for a year to the 100th paying customer each day, for the first seven days of operation**, starting on May 10, 2011. The winners will receive one meal voucher per week for the entire year.

The doors of the 100th restaurant will be open to the public at 10:00 a.m. today in the Namao 160 Shopping Centre in Edmonton. The location's franchisees are Nelson and Estrella Rodriguez, who own five Edo Japan Restaurants in the Edmonton area.

"My wife and I are thrilled to show off the new location, and proud to be part of Edo Japan's successful franchise history," said Nelson Rodriguez. "We're excited to serve new customers, returning customers, make new friends, and get to know our seven lucky winners!" To show their appreciation for the community, the franchisees also made a donation to the Guthrie School.

The new Edo Japan location is a street front concept, providing customers with their signature meals including Sukiyaki Beef and Teriyaki Chicken and a more elaborate dinner menu, including a large variety of sushi and specialized bento boxes. The restaurant has comfortable seating for 40 in a contemporary and casual restaurant layout.

"Edo Japan is the best kept secret in the quick-service restaurant industry," said President and CEO, Tom Donaldson. "People are beginning to think differently about what they eat, and Edo Japan offers a healthy alternative to customers with fast, fresh, and delicious dinner options made to order, at a great price. It's this concept of genuinely good food and quality ingredients that has encouraged the growth of Edo Japan in Western Canada."

Edo Japan is based in Alberta with 60 locations in the province and 100 locations system-wide. For additional information, please visit www.edojapan.com.

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About Edo Japan

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppan-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a popular alternative with 100 locations across Canada, and serving more than seven million meals annually. For more information please visit www.edojapan.com.

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