



FOR IMMEDIATE RELEASE

NORTH REGINA WELCOMES NEW EDO JAPAN RESTAURANT

Edo Japan opens newest street location this week

Regina, Saskatchewan – August 4, 2011 - Edo Japan, one of Canada's leading fast casual restaurants, will open its fifth Regina location on Saturday, August 6 at 10 a.m. Situated in North Regina, the new street front restaurant will be ready to welcome Edo Japan lovers from across the city.

Known for its hot, fast and delicious food, prepared in a traditional Teppan-style, Edo Japan has been providing customers with unique, fresh, healthy and delicious menu selections for more than 30 years. Edo Japan is known for its signature dishes including their Sukiyaki Beef and Teriyaki Chicken, both of which are topped off with their signature Teriyaki Sauce. In addition to its signature dishes, Edo Japan offers diverse meal choices including yakisoba noodles, Udon Soup, sushi and other delicious creations.

The new North Regina restaurant is franchisee Michael Teng's second location. Michael's first Edo Japan, located in Regina's Cornwall Centre, has grown sales every year and continues to be one of consumers' first choices in an evolving food court.

"The success of our first Edo Japan restaurant made it an easy decision to open a second location," says Michael. "We look forward to welcoming all our new and returning customers and sharing with them the Edo Japan experience."

"Edo Japan continues to expand across Canada, and the new North Regina restaurant attests to the popularity of the Edo Japan brand and of consumers' desire for fresh and healthy alternatives," says Tom Donaldson, President and CEO of Edo Japan. "The opening of Michael's second location further demonstrates our franchisees' belief in the success of the Edo Japan brand."

In 2002, Edo Japan launched their "Street Front" concept to meet consumer demand by offering lunch and dinner dine-in or take-out service in a contemporary and casual restaurant format. The North Regina restaurant will be the city's second street front location and the chain's 38th.

The restaurant is located at 3947 Rochdale Boulevard. For more 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 over 100 locations across Canada, and serving more than seven million meals annually. For more information please visit www.edojapan.com.

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