



FOR IMMEDIATE RELEASE

LLOYD MALL TO WELCOME CITY'S FIRST EDO JAPAN RESTAURANT

New location to bring fresh and healthy Japanese Teppan-style cooking to the border city

Calgary, Alberta – August 11, 2011 - Edo Japan, one of Canada's leading fast casual restaurants, will open its first location in Lloydminster on Friday, August 19 at 10 a.m. in the Lloyd Mall.

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's signature dishes, Sukiyaki Beef and Teriyaki Chicken, are made to order using only the freshest ingredients, and 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.

"We can't wait to bring Edo Japan's Teppan-style cooking to Lloydminster," said Regional Operations Manager Cindy Lapshinoff. "Sam Tang, the franchisee for the new location, is excited to move to the community and start delivering the legendary customer and food experience that Edo Japan is famous for."

All of Edo Japan's Teppan-style meals are cooked fresh right in front of the customer, while the 450° Teppan grill sears the ingredients and seals in the flavour.

"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, fresh and fast alternative to typical fast food. I'm confident that our concept of genuinely good food, made to order, at a great price will make us a favourite in Lloydminster."

The restaurant is located at 5211 44 Street. For more information please visit www.edojapan.com.

-30-

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 more than 100 locations across Canada, and serving more than seven million meals annually. For more information please visit www.edojapan.com.

For further information please contact:

Renee Hammill
Brookline Public Relations
C: (403) 589-2348
E: rhammill@brooklinepr.com