



FOR IMMEDIATE RELEASE

EDO JAPAN RECEIVES FRANCHISEES' CHOICE DESIGNATION AT CFA NATIONAL CONVENTION

Popular quick-service restaurant chain wins designation for third consecutive year

Calgary, Alberta- April 9, 2013 – Edo Japan was honoured as a recipient of the Franchisees' Choice designation on April 8, 2013 during a Gala Awards Presentation at the 22nd annual Canadian Franchise Association (CFA) National Convention in Montréal, Québec. This is the third year for the annual Franchisees' Choice designation program and the third designation for Edo Japan.

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. This year, over 50 CFA member franchise systems participated in the survey. Franchisees were asked to assess their franchisor in key areas of the franchise business model, including the franchisee selection process; franchisee Information package; leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee. In order to qualify for this designation, a minimum of 10 per cent of a brand's franchisees must participate. In many cases, franchisee responses were significantly higher.

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. Alongside its signature dishes, including Sukiyaki Beef and Teriyaki Chicken, Edo Japan offers diverse meal choices including yakisoba noodles, Udon Soup, fresh sushi and other delicious creations.

“Having a positive and progressive relationship with our franchise partners is essential for the ongoing health and growth of our business,” said Tom Donaldson, President and CEO of Edo Japan. “We appreciate this recognition as an endorsement of our franchisee relations and the success of our business model! We appreciate this independent forum for franchisee feedback provided by the CFA.”

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice designation identifies that a franchise brand has received solid endorsement and ratings from its franchisees. The 2013 Franchisees' Choice designees are representative of the spectrum of franchise opportunities and the diversity and excellence of CFA members.

“The true strength of a franchise system lies in the mutually-rewarding relationship between a franchisor and its franchisees,” says Lorraine McLachlan, CFA President and Chief Executive Officer. “Being a Franchisees' Choice designee is an honour and a vote of confidence because the high rankings in franchisee satisfaction come directly from the franchisees themselves.”

To learn more about Edo Japan, visit www.edojapan.com.

For more information about Franchisees' Choice designation and a full list of winners, visit www.awardsprogram.ca

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.

About the Canadian Franchise Association (CFA)

With over 500 corporate members nation-wide, representing many of Canada's best-known brands, the Canadian Franchise Association is the national voice for franchising in Canada and works with all levels of government to ensure the development of industry-made solutions. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications. For more information, visit www.cfa.ca.

###

Media Contacts:

Alisha Samnani

Account Executive

Brookline Public Relations

Tel: (403) 538-5641 ext: 102

E-mail: asamnani@brooklinepr.com

Kenny Chan

Director, Communications

Canadian Franchise Association

Tel: 416-695-2896 ext. 232

E-mail: kchan@cfa.ca