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**ASIAN FUSION CUISINE MODERNIZED WITH INNOVATIVE, NEW
CONCEPT FROM SAMURAI SAM'S**

SCOTTSDALE, Ariz., (April 21, 2008) – Today marks the opening of the first Samurai Sam's Asian Fusion restaurant. The restaurant is located at 5757 Wilshire Blvd, in Los Angeles and is a test location from which future stores will be developed.

Building upon the same fresh, healthy, affordable foundation that has made Samurai Sam's Teriyaki Grill so popular, the new Asian Fusion restaurant offers an expanded menu that includes modern versions of traditional Thai and Chinese cuisine served along side Samurai Sam's current Japanese specialties. Samurai Sam's Asian Fusion will also feature a teppanyaki style grill which will allow guests to build their own dishes, choosing from a variety of fresh vegetables, chicken, beef and seafood, along with rice, noodles and delectable sauces. Also as part of the expanded menu, Samurai Sam's will offer sushi, pot stickers, lettuce wraps and edamame while the coveted grilled egg rolls and crab wontons will remain featured items.

"We're taking the Japanese cuisine that Samurai Sam's is known and loved for and adding a new dimension by fusing it with popular Thai and Chinese dishes to appeal to the evolving customer palette," noted Sean Wieting Brand President. "Not only have we enhanced our menu, we've enhanced the customer experience. Samurai Sam's has always offered fresh ingredients, now with the Asian Fusion concept, customers can get involved in the customization of their entrees and see them prepared just the way they like it."

Housed in 2,000 square feet, the restaurant has an exotic vibe that includes beautiful imagery and a dramatic light wall display back-dropped with a colorful cherry blossom mural. This first test location will hire 30 employees to run the restaurants day-to-day operations. In the next year, two additional restaurants are slated to open under the Asian Fusion theme.

About Samurai Sam's Teriyaki Grill & Asian Fusion: Headquartered in Scottsdale, Ariz., Samurai Sam's Teriyaki Grill was founded in 1994. Famous for its delicious teriyaki chicken bowls, yaki soba noodle dishes and grilled egg rolls – Samurai Sam's prides itself on being a great tasting, healthier alternative in the world of traditional fast food. Ranked no. 1 Asian Fast Food Chain by *Entrepreneur Magazine* in 2002, 2003, 2007 and 2008, it is now the premier Asian quick service concept in the U.S. For more information visit www.samuraisams.net.

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