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CELEBRATION OF SOY

Genji Express™ uses soy to create sushi rolls, giving customers “Protein from the Earth.”

July 7, 2008: Philadelphia—Genji Express™ is excited to announce the launch of its new Soy Wrapped Sushi rolls at all U.S. Genji Express™ sushi bars in Whole Foods Market stores Wednesday, July 9.

Genji Express™ has created two unique products by substituting the traditional Japanese Nori seaweed with two distinctly flavorful all-natural soy wraps. The new soy items are colorful and refreshing interpretations of two best-selling products: California roll and Cucumber/Avocado roll.

- ***Blazing Chili Roll:*** A California roll, wrapped in a chili seasoned soy wrap. Served with a sweet chili dressing and a side of edamame.
- ***Summer Breeze Roll:*** Cucumber/Avocado roll, wrapped in a poppy-seed annatto soy wrap. Served with a Ginger Miso Dressing and a side of edamame.

The soy wraps offer twice as much protein as Nori seaweed and by adding edamame, customers can expect an extra dose of protein.

“Our chefs enjoy creating innovative, healthy, all-natural Japanese dishes for our customers. Our new soy rolls, along with a side of edamame, give customers a healthier choice and a new taste for all to appreciate, from the sushi connoisseur to the novice,” said Takeshi Yamakawa, president & CEO of sushi provider, Genji, Inc.

Genji Express™ offers a chance to win a \$100 gift card at participating Whole Foods Market® stores for customers who vote for their favorite soy wrapped sushi roll through www.genjiweb.com, no purchase necessary. Samples will be available at Genji Express™ sushi bars at most stores from 5-7 pm until Sunday, August 31.

Background on Genji Express™:

Established in 1997, Genji Express™ is dedicated to providing “quality of life” by serving the finest quality sushi and Japanese fusion cuisine in a grab-and-go style. Our sushi bars are located within 85 Whole Foods Market locations in 17 states and the District of Columbia, and in the U.K. Skilled chefs make fresh sushi on-site. We strive to contribute towards healthier food consumption habits on a global level. Our sushi bars offer a variety of delectable sushi items: including all-vegetable sushi, fresh raw fish sushi, and tasty cooked seafood sushi.

For more information contact A'ja I. Chavis and/or visit www.genjiweb.com.

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