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PRESS RELEASE

Sushi Freak Announces Massive Expansion Plans

San Diego based, fast-casual/customizable sushi restaurant to open more locations soon.

San Diego, October 14, 2011: Sushi Freak, a new and unique sushi restaurant in San Diego, founded by Michael Broder and Jenifer Duarte, will soon be expanding to more locations throughout the country. The restaurant announced that it has signed a franchise agreement with the well-known franchise company, Beautiful Brands International. BBI is known for taking a single location restaurant and turning it into a nationwide phenomenon.

Sushi Freak is a revolutionary concept in the sushi world. Jenifer Duarte, the companies COO stated that, "We are a unique, fast-casual sushi experience where you can fully customize your sushi rolls by choosing the exact ingredients you want as you walk through our order line. Your customized sushi is rolled-to-order in front of you in about 2 minutes or less. "

While many restaurants have floundered in the recent economic downturn, Sushi Freak has flourished. After just over a year in business, the restaurant is thrilled that their sushi concept has become such a hit. Duarte is frequently asked by her customers where the other Sushi Freak restaurants are located. Currently, there is only one Sushi Freak location but in the near future there will be many more locations for customers to enjoy.

The planned franchise expansion will initially target the Southern California and Midwest regions. While exact locations have not yet been revealed, Sushi Freak and BBI will be opening up franchise slots for investors, experienced franchisees and restaurant owners in the near future.

Broder and Duarte are excited about the expansion and look forward to bringing their customizable, fast-casual sushi concept to more locations. With rave reviews from both critics and customers, Sushi Freak is looking forward to serving new and old customers alike.

Sushi lovers who have not had a chance to sample Sushi Freak's customizable menu can go to the restaurant's website at www.SushiFreak.me to check out the sushi offerings.

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