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**MANHATTAN BAGEL® SENDS TASTE BUDS SOARING THIS FALL
WITH NEW GRILLED CHICKEN CHOICES**

Three Authentic Options Showcase Popular Bagel Chain's Trendy Menu Innovation

Lakewood, CO—Manhattan Bagel is taking today's consumer taste preference for full-flavored sandwiches to new heights with the introduction of three authentic grilled chicken menu options. This fall, the popular bagel chain known for putting a contemporary flare on the classics is unveiling the *Pesto Chicken*, *Chicken Cheesesteak* and *Thai Chicken* sandwiches as part of its *Grilled Chicken Choices*. The tasty chicken sandwich trio will debut at Manhattan Bagel's 75-plus franchised locations on September 16.

"When customers sit down to eat Manhattan Bagel's food, we want them to taste our innovation. We want them to experience the 'wow factor' with each bite," said Dave Ammons, vice president of marketing. "Our three new grilled chicken offerings fit in perfectly with our goal to be at the leading edge of what casual bakery customers want."

Each of the new sandwiches present a unique experience for consumers' taste buds. The *Pesto Chicken* comes on an Asiago roll and includes fresh pesto, melted provolone cheese, roasted red peppers and banana peppers—a zestful explosion of flavors. Grilled chicken meets Southeast Asian infusion with the *Thai Chicken* sandwich. A Thai ginger sauce with hints of chili peppers and lime tops shredded cabbage, lettuce, carrots, cucumber and fresh cilantro on a sesame roll. Lastly, the *Chicken Cheesesteak*—a steak roll plays host to a bed of sliced chicken that is topped with melted provolone cheese, grilled onions and roasted red peppers. All three offer new, trendy twists on popular consumer taste preferences. Plus, as is the case with all of Manhattan Bagel's sandwiches, the bagels and breads are baked on premises to ensure freshness and taste.

"Interesting and unusual combinations is what makes Manhattan Bagel stand out," added Ammons. "We pride ourselves on inventing new ways to win over meal time crowds. We are committed to innovation."

In addition to this fall's selection of newly introduced sandwiches, uncommon combinations filling Manhattan Bagel's menu include such offerings as:

- Pancetta Grilled Chicken Tostini – Grilled chicken breast, bacon, lettuce, tomato topped with garlic & herb cream cheese on toasted pesto focaccia bread
- Chelsea Grilled Chicken – Grilled chicken breast, roasted red peppers, Monterey jack cheese and tomato garlic sauce on an Asiago roll
- Tribeca Turkey – Turkey breast, mild Chipotle mayo, sliced red onion and tomato on pesto focaccia
- Wall Street Roast Beef – Roast beef with mild horseradish sauce, lettuce and tomato on a Cheddar roll

All of Manhattan Bagel's sandwiches are available on a choice of freshly baked bagels, breads and rolls including Asiago and sesame rolls, pesto focaccia bread, wraps and over seventeen flavors of bagels.

Limited Time Breakfast Offerings Extend Menu Options to Include Seasonal Favorites

This fall Manhattan Bagel will saturate some of its menu mainstays with traditional seasonal tastes to bring five new and distinguishable offerings. The limited time offers include:

- Pumpkin bagels
- Pumpkin cream cheese
- Pumpkin muffin
- Chestnut roast coffee by the cup
- Chestnut roast coffee beans for sale

The seasonal limited time offers will be available the same day as the new grilled chicken sandwiches, September 16.

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates locations primarily under the Einstein Bros. and Noah's New York Bagels brands and primarily franchises locations under the Manhattan Bagel brand. The company's retail system consists of approximately 600 restaurants in 36 states and the District of Columbia. It also operates a dough production facility. The company's stock is traded under the symbol BAGL. Visit www.einsteinnoah.com for additional information.