

Contact: Lisa Flando, Fishman Public Relations, (847) 945-1300 ext. 232, lflando@fishmanpr.com

FOR IMMEDIATE RELEASE

Manhattan Bagel® Bakes a Taste of the Big City in Manahawkin

Manahawkin, NJ, December 3, 2007 The Musico family – Jim, Larry and Lisa - is now satisfying Manahawkin residents' craving for big city tastes with the opening of the newest Manhattan Bagel on December 3 at 297 Route 72 West in the Stafford Square Plaza. Available for take-out, dine-in and catering, Manhattan Bagel's innovative menu features 19 varieties of bagels, fresh breakfast and lunch sandwiches, salads and premium coffees served all day.

"We are thrilled to offer a restaurant that will impress new and longtime Manhattan Bagel fans with distinctive menu options and a vibrant dining environment," said Jim Musico. "I want to offer local Manahawkin and Long Beach Island residents a true neighborhood gathering place that provides the best in quick casual bakery fare."

Reflecting Manhattan Bagel's newly designed prototype and serving the brand's signature dishes, the Manhattan Bagel location brings to life the chain's evolution from a bagel/breakfast brand to a quick casual restaurant concept. Manhattan Bagel's full-flavored menu offers a variety of tasty breakfast and lunch creations at any time of the day.

For breakfast, Manhattan Bagel's menu includes delicious, grilled egg sandwiches made to order with a choice of bacon, sausage or ham. Lunch at Manhattan Bagel features an array of interesting and unusual sandwich combinations and salads. Sandwiches include the Wall Street roast beef, garnished with horseradish sauce on a freshly baked cheddar roll and the Pancetta Grilled Chicken Tostini®, prepared fresh with grilled chicken breast, bacon, lettuce and tomato topped with garlic & herb cream cheese on freshly baked and toasted pesto focaccia bread. All sandwiches are served on a choice of focaccia bread, bagels, rolls or wraps.

Salads range from the Asian chicken salad served with appetizing grilled chicken, shredded cabbage, carrots, cashews, cucumbers and spicy Thai ginger vinaigrette, to the Waldorf salad that embraces a variety of fruit flavors, walnuts, fresh gorgonzola cheese and raspberry vinaigrette dressing.

"When guests 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 Paul Carolan, senior vice president of franchising and licensing. "Our new location in Manahawkin fits in perfectly with our goal to be at the leading edge of what casual bakery guests want."

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.

###