

CONTACT: Alicia Aldrich, Fishman Public Relations, 847.945.1300 ext. 246 or aaldrich@fishmanpr.com

FOR IMMEDIATE RELEASE

Manhattan Bagel® Cuts Calories Not Quality *Leading Quick-Casual Restaurant Introduces New Bagel Thin Sandwiches With Less Than 400 Calories*

RED BANK, N.J. – Manhattan Bagel, the popular neighborhood quick casual restaurant featuring genuine New York style bagels, today announced a new line of lower calorie, lower fat bagel thin sandwiches that will leave customers feeling a little lighter when they walk out the door.

The new bagel thin sandwiches are a soft, thinner version of Manhattan Bagel's world famous plain bagels. With a softer crumb that maintains traditional bagel characteristics, the new bagel thin sandwiches consist of half the amount of calories of an average bagel, but carry on the same quality and taste Manhattan Bagel lovers crave. For customers looking to put some fiber back into their diet, whole wheat bagel thin sandwiches are also available.

"We are constantly developing new, innovative lower calorie and lower fat menu items for our customers that are looking for simple ways to eat better without sacrificing taste.," said Jeff O'Neill, chief executive officer of Einstein Noah Restaurant Group, Inc. (NASDAQ: BAGL), Manhattan Bagel's parent company.

The new product line is available in three options: Turkey Thin, Tuna Thin, and the Avocado BLT Thin.

- **Turkey Thin Sandwich** – Toasted slender bagel thin slices with Garden Veggie cream cheese topped with fresh lettuce, tomato and red onion; 250 calories.
- **Tuna Thin Sandwich** – White Albacore tuna salad accompanied by fresh lettuce, tomato and red onion all nestled between two toasted slender bagel thin slices; 250 calories.
- **Avocado BLT Thin Sandwich** – Lean turkey-bacon, red ripe tomato slices, crisp lettuce and fresh avocado on a toasted bagel thin crumb accented with a light roasted tomato spread; 380 calories.

In addition to its new tasty lunch options, Manhattan Bagel recently introduced a new Lighter Side Breakfast Menu. The new, healthier breakfast menu includes a 10-ounce Yogurt Parfait, Italian Egg White on Multigrain Toast Sandwich, and the Ancho Egg White Bagel Sandwich, all of which are less than 400 calories each.

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates and licenses 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 more than 600 restaurants in 36 states and the

District of Columbia. It also operates a dough production facility. The company's stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information. For information about franchise opportunities, contact Kevin Kruse at kkruse@einsteinnoah.com.

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