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Manhattan Bagel® Bakes a Taste of the Big City in Old Bridge *Local Entrepreneur Opens Restaurant at 2591 Route 516*

Old Bridge, New Jersey (November 23, 2009)- Sy Appelbaum and Josh Wang are satisfying Old Bridge residents' craving for big city tastes with today's opening of Manhattan Bagel at 2591 Route 516 (Country Road) in the Old Bridge Market Shopping Center. Available for take-out, dine-in and catering, Manhattan Bagel's innovative menu features 15 flavors of bagels, fresh breakfast and lunch sandwiches, salads and premium coffees served daylong.

"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 Appelbaum. "I want to offer local residents a true neighborhood gathering place that provides the best in quick casual bakery fare."

This is Appelbaum's third Manhattan Bagel, joining restaurants in Union and Westfield, New Jersey. He has been a franchisee with the brand for 15 years.

"Through the years I've learned that when you offer customers a quality meal, they'll come back time after time," said Appelbaum. "That's what the Manhattan Bagel brand stands for, and that's what makes it enjoyable for me to open another restaurant."

Reflecting Manhattan Bagel's newly designed prototype restaurant and serving the brand's signature dishes, the new 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 sandwich breakfast and lunch creations at any time of the day. Additionally, the new Old Bridge location will feature an espresso bar with a unique barista station where customers can get their favorite hot and frozen espresso-based drinks.

For breakfast, Manhattan Bagel's menu includes freshly made bagels, and delicious, grilled egg sandwiches made to order with a choice of bacon, sausage, pork roll 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 – grilled chicken breast, bacon, lettuce, tomato topped with garlic & herb cream cheese on freshly baked and toasted pesto focaccia bread – among others. All sandwiches are served on a choice of focaccia, multi-grain bread, bagels, rolls or wraps.

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

"When customers sit down to eat Manhattan Bagel's food, we want them to taste our innovation in bagels and beyond. We want them to experience the 'wow factor' with each bite," said Jeff O'Neill, chief executive officer and president of Einstein Noah Restaurant Group, the franchisor of Manhattan Bagel. "Our new location in Old Bridge fits in perfectly with our goal to be at the leading edge of what casual bakery customers 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.

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