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FOR IMMEDIATE RELEASE

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

Roseland, New Jersey (July 13, 2007)—Akram Kwaik, 32, is satisfying Roseland residents' craving for big city tastes with the opening of his sixth Manhattan Bagel location today.

"It's a great feeling to have come so far," said Mr. Kwaik. "With owning and operating five Manhattan Bagel locations, I have always had a desire to open a location in Roseland. I want to offer local residents a true neighborhood gathering place providing the best in quick casual bakery fare."

Roseland's Manhattan Bagel is situated at 29 Eisenhower Parkway in the Eagle Rock Commons. Reflecting Manhattan Bagel's newly designed prototype restaurant and serving the brand's distinctive menu offerings, the new Manhattan Bagel location brings to life the chain's evolution from a bagel/breakfast brand to a quick casual restaurant concept that focuses on day-long menu offerings in a warm and inviting environment.

Manhattan Bagel's full-flavored menu offers a variety of tasty sandwich breakfast and lunch creations at any time of the day. For breakfast, Manhattan's menu includes delicious, grilled egg sandwiches made to order with a choice of bacon, sausage or ham. Plus, Manhattan Bagel offers 15 different flavors of bagels, with a wide selection of cream cheeses, and premium Manhattan Bagel coffees.

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 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 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. 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 Roseland 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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