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FOR IMMEDIATE RELEASE

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

Local Entrepreneurs Reopen Beloved Restaurant at 1661 Easton Road (Route 611)

Warrington, Pennsylvania (January 2010)- A pair of local husband and wife teams, Jeff and Norine Dickter and Steve and Elisa Cohen, are satisfying Warrington residents' craving for big city tastes with the recent opening of Manhattan Bagel at 1661 Easton Road (Route 611) in the Doylestown Point Plaza 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 bring back a restaurant that will impress new and longtime Manhattan Bagel fans with distinctive menu options and a vibrant dining environment," said Jeff Dickter. "We wanted to offer local residents a true neighborhood gathering place that provides the best in quick casual bakery fare."

This is the group's second Manhattan Bagel, joining their restaurant in Fountainville, Pennsylvania. They've been franchisees with the brand for more than 13 years. They previously owned the Warrington location from 1996 until 2003 and sold the business after seven years of operations. They are excited to reopen to bring back the fast casual restaurant for the loyal fans of the brand to enjoy.

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

In addition to Warrington, recent weeks have included openings in Old Bridge and Morris Plains, New Jersey. Plus, a new location in Summit, New Jersey, is expected to open in early 2010.

"We are in a growth mode despite the economy, and this opening confirms that demand for our brand is building," said Jeff O'Neill, chief executive officer of Einstein Noah Restaurant Group (NASDAQ: BAGL). "We want to be the fastest growing fast-casual restaurant chain in America, and we are accelerating growth by increasing our focus through franchising and licensing."

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 Summit 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. Lunch at Manhattan Bagel features an array of interesting and unusual sandwich combinations and salads. All sandwiches are served on a choice of focaccia, multi-grain bread, bagels, rolls or wraps.

Anyone interested in franchising opportunities can contact Kevin Kruse at kkruse@einsteinnoah.com.

Manhattan Bagel of Warrington can be reached at (215) 491-3333.

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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