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FOR IMMEDIATE RELEASE

**West Caldwell's Manhattan Bagel® Celebrates
15th Anniversary with Extraordinary Food Giveaway**

Local Entrepreneur Offers First 100 Customers in Line Free Breakfast Sandwiches for a Year

West Caldwell, New Jersey (October 22, 2010) - Local entrepreneur Akram Kwaik will celebrate the 15th Anniversary of his Manhattan Bagel location at 764 Bloomfield Avenue in West Caldwell with an unprecedented food giveaway on Thursday, November 4, 2010.

Manhattan Bagel will present the first 100 people in line with coupons valid for one free Breakfast Sandwich a week for a year.

"Celebrating 15 years with a huge food giveaway is our way of expressing our sincere gratitude to everyone who has been a loyal customer of Manhattan Bagel over the years," said Kwaik, who owns five other Manhattan Bagel Restaurants in New Jersey.

To receive the coupons, the first 100 people in line must be at least 18 years old and have a valid photo ID. Those who qualify will be awarded a coupon book good for one Breakfast Sandwich per week for a year, equating to 52 sandwiches. Coupons are valid for a year, and must be redeemed only at the West Caldwell restaurant.

"We are so thankful for the years of support that the West Caldwell community has given us and we can't think of a better way to show our appreciation to them for being such loyal fans of Manhattan Bagel," added Kwaik.

Kwaik has been a franchisee with the brand for more than nine years and owns locations in Central and Northern New Jersey, three in Toms River, and restaurants in Summit and Roseland, New Jersey.

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. 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.

For more information, Manhattan Bagel of West Caldwell can be reached at (973) 808-5193.

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 kkruise@einsteinnoah.com.

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