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For Immediate Release

ROY'S To Open in Naples April 4

Grand Opening Celebration to Benefit The Education Foundation of Collier County

NAPLES, FLORIDA, March 2006 – Chef Roy Yamaguchi is opening his second restaurant in Southwest Florida on April 4th at the Bayfront Shoppes in downtown Naples at 475 Bayfront Place (directly across from 5th Avenue and Tin City).

In celebration of the Naples opening, Roy's will host a charity event the evening of Thursday, April 6th at 6:30 p.m. for The Education Foundation of Collier County. All proceeds will benefit the foundation's student scholarship program, helping young people to enhance their education.

Based on childhood memories of the feelings and flavors of Hawaii, Yamaguchi created what he refers to as his "Hawaiian Fusion" cuisine –the freshest local ingredients, European sauces, bold Asian spices, with a focus on fresh seafood.

"Since opening the original Roy's, we have set out to explore new directions – freely blending the European techniques in which I was trained with familiar ingredients of Asia and the Pacific. The results are reflected in a truly contemporary style of cuisine," says Yamaguchi. "Coupled with our 'aloha' style of service – straight from the heart with a sense of caring and individuality – which is predicated on our mission to "totally please and indulge" our every guest; it is the combination of good food and quality service that inspires the hallmark Roy's dining experience."

Under the direction of Yamaguchi, and that of his premier protégé, Gordon Hopkins, local restaurant chef partners are encouraged to express their own creative flair once they have mastered the traditional techniques taught through their experience at Roy's.

"We offer new creations daily, guided by our chef's sense of freedom and freshness, utilizing the best local ingredients he or she can find," says Yamaguchi. "Because the food is the heart of each of our restaurants, our open exhibition kitchen is a focal point in our interior design."

Among Roy's signature culinary creations are Teriyaki Hibachi Grilled Atlantic Salmon; Szechwan Spiced BBQ Baby Back Pork Ribs; and Roy's "Original" Blackened Island Ahi. A wide selection of artistically created desserts offered nightly includes the popular Chocolate Soufflé.

The restaurants' leading wine lists have received numerous national awards for their quality, value and sensible approach to harmoniously pairing wine with food produced by some of the world's most renowned wineries. They include signature cuvees to perfectly complement the restaurant's unique and exciting flavors. As stated by Restaurant Wine in 1998, Roy's has consistently devoted a great deal of time and energy to its wine

program, making it one of the most “ambitious of its type.” Yamaguchi’s own line of sake, Y Daiginjo Saké, is also available in four varieties.

Yamaguchi is regarded as a pioneer who mastered a distinctive style, which brought his cooking to the forefront of contemporary gastronomy. As testimony to his success, there are now 31 Roy's locations worldwide. Honored early in his career with the prestigious James Beard "Best Pacific Northwest Chef" award, Yamaguchi has hosted six seasons of the PBS-TV show, "Hawaii Cooks with Roy Yamaguchi," seen on more than 300 stations in all 50 states and in 60 countries. Yamaguchi has also published two cookbooks, Roy’s: Feasts from Hawaii and Hawaii Cooks. He is a frequent guest chef on the Home Shopping Network where his proprietary line of cookware is showcased. Additional information about Chef Roy Yamaguchi and Roy's restaurants can be found at www.roysrestaurant.com.

The 6,100 square-foot restaurant has a seating capacity for approximately 200 patrons, which includes a lounge area that can accommodate up to 40 and seating for 6 at the chef’s counter, where Yamaguchi Sushi is featured. Reservations are welcomed by calling 239/261-1416. Dinner is served seven days a week, Sunday from 5 – 10 p.m.; Monday through Thursday from 5 – 10 p.m.; Friday and Saturday from 5 – 10:30 p.m.

Roy’s first entered the market in Bonita Springs in 2000 at The Promenade at Bonita Bay and will open its third Southwest Florida restaurant this summer in Sarasota. Roy’s is also located in Tampa and Orlando. For additional restaurant locations and information on Chef Roy Yamaguchi, please visit www.roysrestaurant.com.