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For Immediate Release

Roy's Now Open In Chandler - Fresh Ingredients, Assertive Flavors, Deliciously Wrapped In A Hawaiian State Of Mind

CHANDLER, ARIZONA, July 2006 – Chef Roy Yamaguchi has opened a third restaurant in the Phoenix area. It is located in Chandler at the Casa Paloma Center on I-10 and Ray Road (7151 West Ray Road).

Yamaguchi debuted his first eponymous eatery in Honolulu in 1988. Since then, Roy's restaurants have become well known throughout the world for exciting and innovative Hawaiian Fusion Cuisine, cutting-edge wine list, and "aloha" style of service.

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 menu creations, 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 32 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 three cookbooks, Roy's: Feasts from Hawaii; Hawaii Cooks and Fish and Seafood: Recipes from the Pacific Rim. 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 7,800 square-foot restaurant has a seating capacity for approximately 220 patrons. Reservations are welcomed by calling 480/705-7697. Dinner is served seven days a week, Sunday through Thursday from 5 – 10 p.m.; Friday and Saturday from 5 – 11:00 p.m.

Roy's two other Phoenix area restaurants are located in Scottsdale at Scottsdale Road and Indian Bend (7001 N. Scottsdale Road) and at the JW Marriott Desert Ridge Resort (5350 East Marriott Drive).