



MEDIA RELEASE

**FOR IMMEDIATE USE
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SUMOSALAD WINS BEST FOOD RETAILER OF THE YEAR!

Last Wednesday healthy food franchise, SumoSalad, was announced the best food retailer of the year at the 2008 American Express Rewards for Excellence, presented by the National Retailers Association (NRA). The award comes at the same time as reports that Australia has now surpassed America in having the most obese population in the world, so hopefully more people will now actually make the switch to healthier fast-food alternatives like SumoSalad.

This is the second year in a row that SumoSalad has won the Westfield Best Food Retailer of the Year award at the Rewards for Excellence. Now in their 14th year, the awards are designed to recognise outstanding Australian retailers and to promote the pursuit of excellence in retailing through recognition and reward.

The win adds to an already bursting list of achievements for the Australian franchise, and with the brand turning five this year, and expansion and development being the main agenda, SumoSalad is now a serious challenger in the fast-food retail market.

SumoSalad currently has over 60 outlets across Australia with several more in Dubai, London and soon New Zealand. Last week they opened a new SumoSalad Black Label concept store in Doncaster, VIC (featuring a new evening dining option) and also recently appointed renowned culinary Olympic chef, Peter Wright, to assist with new menu developments for the brand.

www.sumosalad.com

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For further information, high resolution images or interviews please contact:

Magnum PR

Susan Wood or Sarah Stirling

Phone: (02) 9439 9316

Mobile: 0402 308 305

Email: susan@magnumpr.com.au / susan@magnumpr.com.au