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PANDA EXPRESS CELEBRATES 25 YEARS OF GROWTH

ROSEMEAD, Calif. – Panda Express, the nation’s leader in Chinese quick service restaurants, celebrates its 25th anniversary this year. The restaurant has set itself apart for the past quarter century through its commitment to excellence – not only focusing on satisfying guests’ tastes for Chinese food with fresh flavorful dishes but by satisfying associates with an unwavering commitment to education and community.

Coinciding with this milestone anniversary is the release of a new signature menu item, Beijing Beef, a crispy, tangy and tasty entrée that is supported by a highly memorable ad campaign featuring two talking pandas, Eddie and Tom-Tom, who have taken on a life of their own, infiltrating traditional and social media outlets across the nation. With such progressive marketing tactics in place and a steady customer base, the Panda Express brand has set a high standard for Asian quick serve dining.

“When I opened the first Panda Express I hoped the restaurant would be a success, but had no way of anticipating that it would be the start of such tremendous growth,” said founder and chairman Andrew Cherng. “During these tough economic times, we are very fortunate to now be in our 12th consecutive year of same store sales growth with continued restaurant expansion and over \$1.2 billion dollars in sales.”

The first Panda Express opened Oct. 31, 1983, at the Glendale Galleria in Glendale, Calif., following 10 years of success with Panda Restaurant Group’s first concept, Panda Inn, a fine dining establishment that has six Southern California locations and is celebrating its 35th anniversary this year. At the suggestion of the developer of the Glendale Galleria, the Panda Express concept was born, now with close to 1,200 locations in 36 states, Puerto Rico and Japan.

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In their 25th year, Panda Express continues to focus on growth among freestanding, in-line and end cap locations. The restaurant's venue flexibility has been a factor in its rapid expansion - the concept can be found in retail centers, malls, supermarkets, airports, libraries, sports stadiums, college campuses, casinos and amusement parks. In fact, Panda Express was the first quick-service restaurant to open in a supermarket when it launched in Safeway Corporation's Pavilions.

Most recently, Panda Express has launched two new prototype stores in the cities of Azusa and Norwalk designed to enhance the sensory experience for guests. Food preparation and presentation are highlighted to showcase the high-quality ingredients and culinary expertise of the chefs. The sensory dining experience is further enhanced by newly remodeled dining areas, with a rich color palette, contemporary Chinese music and educational video displays.

"Our associates are the best in the business and they are always coming up with innovations designed to improve the Panda Express experience for guests," said Panda Express Co-chair Peggy Cherng, Ph.D. "As our number of locations grows, we are hard at work developing our people, new entrées, new aesthetics and new ways to create an even more exciting dining experience. Because almost all of our locations are company owned, we are able to ensure a consistently high level of service and quality at every restaurant."

Panda Express is a pioneer in the industry in large part due to the strength of the company's values, culture and philanthropic spirit. A family owned and operated business, founders Andrew and Peggy Cherng believe that a company is only as good as the employees that comprise it, and have set about to facilitate an incomparable learning culture for all Panda Restaurant Group associates - partnering with Franklin Covey and committing to the 7 Habits of Highly Effective People, as well as providing extensive education on how to identify talent, general manager level training, personal development and career planning. The Executive Management program includes a partnership with the Peter Drucker Graduate School of Management at Claremont College which was specially designed for Panda's management associates. Also, important to the Cherngs is giving back to communities through its charitable foundation Panda Cares formed in 1999. Most recently, in May of 2008, Panda donated \$1.3 million dollars to earthquake relief efforts in China and tsunami relief efforts in Myanmar.

About Panda Restaurant Group

With close to 1,200 locations in 36 states, the privately-held Panda Restaurant Group (www.pandarg.com) is the world's leader in Asian restaurants. The successful chain of concepts includes Panda Express, Panda Inn and Hibachi-San.

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