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MEDIA ALERT





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FOR IMMEDIATE RELEASE

PANDA EXPRESS COOKING DEMONSTRATIONS BEGIN JAN. 1ST 2009 SHARE CHINESE NEW YEAR GOOD FORTUNE & FACTS WITH VIEWERS

THE YEAR OF THE OX STARTS WITH A BANG AS FIRECRACKER CHICKEN WOKS AND ROLLS IN THE NEW YEAR

- What:** Exclusive Panda Express chef demos are now being scheduled in your area for January 2009 to kick-off the 15 day Chinese New Year celebration lasting from Jan. 26 – Feb. 9, 2009. Panda Express Chefs will share the ancient art of wok cooking and the fun history/facts behind the holiday. Chefs will wok the Chinese New Year themed Firecracker Chicken dish that incorporates ingredients representing elements of good fortune and happiness. The dish will be available at Panda Express in honor of Chinese New Year from Jan. 21 – Feb. 24.
- When:** Cooking demonstrations are available anytime from Jan.1 – Feb. 9, 2009 and are now being scheduled. Chinese New Year 2009 is the Year of the Ox. The holiday is a 15-day-long celebration following the Chinese lunar calendar.
- Chinese New Year will be Jan. 26 - Feb.9, 2009.
- Where:** Available for live **in-studio** segments or **remote** pieces from a nearby Panda Express location. *See following page for list of nearest locations.*
- Why:**
-  Fun, timely, colorful and highly visual story – the perfect way to ring in Chinese New Year.
 -  Share the holiday's history, good fortune and delicious dining traditions with your viewing audience.
 -  According to the Organization of Chinese Americas (OCA) there are over 13 million Pacific-Asian Americans in the United States (www.ocanational.org.)
 -  An in-studio chance to taste the zesty entrée featuring strips of marinated chicken breast, crisp red, green and yellow bell peppers, succulent sliced onions and red chili peppers all cooked to perfection in a wok with Panda's original zesty firecracker sauce.

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Panda Express Chinese New Year Chef Demos

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List of Nearby Panda Express Locations (Customized per market)

MIAMI

SUNSET 72ND & 107TH PANDA EXPRESS

10821 SW 72ND STREET

MIAMI, FL 33173

MIAMI GARDENS

MIAMI GARDENS & NW 47TH PANDA EXPRESS

4880 NW 183RD STREET

MIAMI GARDENS, FL 33055

NORTH MIAMI BEACH

163RD & NE 15TH PANDA EXPRESS

1405 NE 163RD RD.

NORTH MIAMI BEACH, FL 33162

About Panda Restaurant Group (PRG)

Founded 35 years ago, by Andrew and Peggy Cherng, Panda Restaurant Group (www.pandarg.com) has more than 1,100 locations in 36 states and remains privately-held, as the world's leader in Asian restaurants. The successful chain of concepts includes Panda Express, Panda Inn and Hibachi-San. Placing an emphasis on philanthropy, Panda Restaurant Group has donated a over \$1.5 million to charitable efforts in 2008.

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To learn more or book a chef demo contact Ann Moreno of Morgan Marketing & Public Relations LLC at (949) 261-2216 or ann@mmprr.biz.