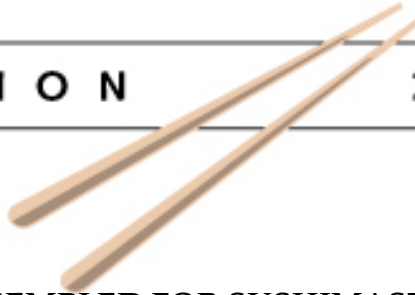


SUSHI MASTERS

C O M P E T I T I O N

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SPECTACULAR FIELD ASSEMBLED FOR SUSHIMASTERS FINALS
Three regional winners will compete against 2008 SushiMasters Champion

LOS ANGELES, CA – Time is fast approaching for what promises to be a colorful and intense competition to decide America’s top sushi chef.

The 2009 SushiMasters Finals East/West Challenge is slated for Sunday, September 20, from 2:30 p.m. to 6:00 p.m. at the Aratani/Japan America Theatre in Little Tokyo.

Presenting the competition is the Japanese American Cultural and Community Center (JACCC), the largest Asian American cultural center in the U.S., which has partnered with the California Rice Commission (CRC), which represents the growers and handlers who farm and process premium quality rice used in sushi and many other dishes.

Ticket prices start at \$60 general admission and can be purchased at the box office, or through www.jaccc.org. A portion of ticket proceeds will benefit JACCC cultural programs.

Finals competitors include winners of the three SushiMasters Regional Competitions held earlier this year, including Randy Noprpa of Tara Thai Restaurant in Washington, D.C., Toshi Furihata of Moshi-Moshi Restaurant in Miami Beach, Florida and Hyun Min Suh of Sushi Ran in Sausalito. A fourth competitor will be defending SushiMasters State Finals Champion, Tomoharu Nakamura of Sanraku Four Seasons, San Francisco.

Attendees of the Finals Competition will be treated not only to a live, 45 minute professionally judged sushi making competition, there also will be the JACCC Food and Sake Festival, including cultural entertainment, a reception-style sample of cuisine from Southern California’s best Japanese and Asian restaurants, as well as sake tasting.

SushiMasters is made possible through generous sponsorships, including *Japanese Restaurant News*, Gekkeikan Sake and JFC International Incorporated. Expansion of the competition to Florida and Washington, D.C. was chiefly possible through title sponsorship by Kirin Brewery.

The latest event information can be found on www.sushimasters.com.