

Moscow, March 05, 2014

PRESS RELEASE

PLANET SUSHI – SERVING RUSSIAN MARKET FOR 15 YEARS!

To celebrate two anniversaries – the 15-year presence of Planet Sushi in the Russian market and the 315th anniversary of the presence of Japanese cuisine in Russia, we offer our guests a 15% discount on our Hot Classics Anniversary Menu!



Exactly 15 years ago, the first Planet Sushi restaurant opened its doors to the guests in Moscow, on Tverskay-Yamskaya street. Today we can confidently say that it is to the credit of the Planet Sushi Restaurant Network, which has been consistently treating its clients to the top quality Japanese dishes and providing outmost service to its clients at reasonable prices, that Japanese cuisine gained its popularity in Russia! While continuously working on preserving traditions of Japanese cuisine, Planet Sushi closely watches new trends, offering its customers new dishes of Pan Asian Cuisine.

The Restaurant chain's Brand Chef elaborates real culinary masterpieces by subtly adjusting classic recipes. Today you can find real hits of the Pan Asian Cuisine on the Planet Sushi's menu. Try famous Tom Yam and Tom Kha Gai Thai soups or indulge on our modernist sushi rolls. Currently the legendary classics, such as Philadelphia Roll, Unagi Onigara and Chakin Sushi are served hot, while the dough for everybody's favorite Dim Sum is still been prepared from rice flour, as it was done centuries ago and filled with all sorts of fillings – from shrimp, scallops and crab meat, or chicken and pork. The Dim Sums catered at our restaurants are made exclusively by hand from the freshest ingredients and are served

in delicate bamboo baskets. Now all our guests can request Dim Sums with a variety of filling to be included in their order.

Be our guest at Planet Sushi to familiarize yourself with the traditions of Pan Asian Cuisine, discover new tastes and use a luring 15% discount. To learn more about the promotion and get a coupon for the discount, please visit www.15.planetasushi.ru.



* * *

Contacts:

Shurygina Anna

Manager,
Public Relations

E-mail: ashurygina@rosinter.ru

Tel.: +7 495 788 44 88 ext. 2426

Mazur Elena

Director,

Corporate Communications

E-mail: pr@rosinter.ru

Tel.: +7 495 788 44 88 ext. 2353

Note to Editors:

Planet Sushi is a casual dining chain committed to the fundamental values of Japanese cuisine, such as laconic presentation, impeccable cooking, traditional and specialty recipes, premier quality products in their pure initial state. However, along with the preservation of traditions, Planet Sushi is looking to the future by adding new tastes of Pan-Asian food. The interior design of the restaurants is minimalistic, inspired by the Japanese philosophy. A warm color palette together with dimmed lights and quiet music creates a warm and relaxed atmosphere – a perfect environment for a friendly get-together, a romantic dinner or a business lunch with partners. Planet Sushi restaurants offer more than 50 varieties of sushi, rolls, sashimi and other types of traditional food of Japanese and Pan-Asian cuisines. Our restaurants feature a few exclusive items, such as hand-made Dim Sum, traditional bun-like Bao made of rice flour, brown rice, Japanese ice cream, Yukimi, and Shikari bamboo beer. At each restaurant, kitchen crews pay special attention to details so that Planet Sushi can be proud of the items they serve. As of December 31, 2013 the network included 136 Planet Sushi (including 60 franchised) restaurant located on the territory of Russia, CIS and Europe. www.planetsushi.ru

As at 31 December 2013 OJSC **Rosinter Restaurants Holding** is the leading casual dining restaurant company in Russia and CIS, which operates 384 outlets in 42 cities in Russia, CIS and Central Europe, including Baltic countries. The chain has 352 restaurants, including 131 franchised restaurants, and 32 Costa Coffee outlets. The Company offers casual dining Italian and Japanese cuisine under its proprietary brands IL Patio and Planet Sushi. In addition, Rosinter Restaurants Holding develops and operates under franchise agreements a chain of American restaurants TGI FRIDAYS and a chain of British coffee shops Costa Coffee. In March 2012 RAZVITIYE ROST LLC (a subsidiary of OJSC Rosinter Restaurants Holding) has acquired the right to develop McDonald's brand on a franchise basis in Moscow and Saint Petersburg transportation hubs. Rosinter Restaurants Holding is listed on the Moscow Exchange MICEX-RTS (rts.micex.ru) under the stock ticker ROST.