



Happi House Restaurants Urge Voter Registration

Happi House Teriyaki Restaurants has implemented a voter registration and awareness program through their restaurants, website, eClub, and advertising in an effort to encourage participation in this year's Presidential election.

San Jose, CA, September 12, 2008 --(PR.com)-- Happi House Restaurants announced today that it has implemented a voter registration and awareness program in an effort to encourage its Guests to participate in this year's presidential and local elections.

Spokesperson, Kevyn Johnston, said Happi House does not take sides in this year's political contests, but wants to do its part in supporting its communities and the democratic process. "We know that the level of interest in this year's election is very high and we would like to help encourage all Americans to participate," said Johnston, "we serve Guests of all generations and political persuasions, and we've received a terrific response to our providing voter registration information. We want to encourage our Guests to vote; many may be registering and voting for the first time."

Happi House Teriyaki restaurants are displaying voter registration messages and is encouraging voter registration through their website, <http://happihouse.com/teriyaki/cluedin>. Happi House is also reminding patrons that the deadline to register in California is October 20, 2008 through its eClub membership announcements and in upcoming full-page advertisements in the San Jose Mercury News. The chain will also feature election night take-home specials for families that want to watch election results at home. "We plan to have a little fun with the specials," said Johnston, "perhaps a free Left or Right Chicken Wing with every order, or maybe a Teriyaki Special with or without extra Pork," continued Johnston, referencing a couple current political buzz phrases and Happi House's teriyaki infusion chicken, beef or pork offerings.

"I think any time the message gets through about how important it is to make your voice heard by voting is a positive event," said Joshua V. Richman, Happi House's CEO. "We view this effort as a natural extension of our other community activities, something Happi House has long been proud of. Whatever the outcome of the election, our democracy is strengthened when more Americans are heard; and maybe Happi House can lend a hand to all the volunteers who are working hard in registration efforts," said Richman.

[Established in 1975, Happi House is the original quick service California teriyaki restaurant serving the San Francisco Bay Area. The first Happi House opened in San Jose's Japantown as a result of tremendous demand from the local Asian community for a comfortable, value-oriented neighborhood restaurant. Its model integrates fresh California style teriyaki infusion cuisine with a streamlined cooking system that provides top quality products, speed of service, and cost efficiencies. Happi House Restaurants, Inc. currently owns and operates six fast-casual Happi House restaurants and has plans to develop four to six more locations in the next two years and will begin awarding franchises later this year. For more information contact Kevyn Johnston at 408.866.5966 or visit HappiHouse.com.]



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