



Press Release

THE FIRST ANNUAL PECOPECO! JAPANESE RESTAURANT AWARDS

The most popular Japanese Restaurants in NYC voted by Japanese viewers!

New York, NY January 1st, 2008 – Japanese Web Food Magazine, PECOPECO! proudly presents the first annual PECOPECO! Japanese Restaurant Awards 2008, where the most popular Japanese restaurants in different categories will be voted on by PECOPECO! viewers and other Japanese who lives in and visiting New York. The goal of the PECOPECO! Japanese Restaurant Awards is to support the ongoing development and prosperity of Japanese cuisine restaurants that provide high quality food and service in NYC.

PECOPECO! is the only food focused web magazine for a Japanese audience in New York City. The site introduces New York's fine and exciting culinary scene to Japanese residents and visitors in NYC. All the articles are written in Japanese language and its readers are mostly Japanese.

The majority of voters who will participate in the PECOPECO! Japanese Restaurant Awards will be Japanese who understand Japanese cuisine well. As a result, many Japanese food enthusiasts, both Japanese and American, will certainly focus on the PECOPECO! Japanese Restaurant Awards and its results.

[The categories of the PECOPECO! JAPANESE RESTAURANT AWARDS]

PECOPECO! Japanese Restaurant Awards are presented to those restaurants that receive that most votes from PECOPECO! readers.

Overall Japanese Restaurant	Sushi Restaurant	Ramen Restaurant	Specialty Restaurant
Izakaya Restaurant	New Rising Star	Special Award / New Yorker's Choice	

[About New Yorker's Choice]

This is a special category in which all New Yorkers other than Japanese nationals residing in NYC (who are encouraged to vote on the Japanese site) nominate their favorite restaurants, which they believe deserve to be recognized. The nomination page will be in English. The most nominated restaurants will receive awards in their respective categories under the "New Yorker's Choice" section.

[Schedule]

Schedule for the award (other than New Yorker's Choice)

Date	Detail
3/1/08 to 5/31/08	Nomination period to choose finalists
6/1/08	Announcement of the nomination finalists
6/08	PR period for the finalists
7/1/08 to the 10/31/08	Voting period to choose the winners from the finalists
Early Nov.08	Announcement of the award winning restaurants

Schedule for New Yorker's Choice

Date	Detail
3/1/08 to the End of Oct.08	Voting period to choose the winners from the finalists
Early Nov.08	Announcement of the award winning restaurants

[Winner's Prize]

Effective promotional space on the PECOPECO!'s website for restaurant review articles, listings, and banner ads will be provided to the winners.

[Benefits and positive results of the PECOPECO! JAPANESE RESTAURANT AWARDS]

The awards will lead to a better understating of the Japanese cuisine currently available in New York City, the place where new trends begin, and the popularity of Japanese cuisine will increase in other states and regions outside of New York, bringing the following positive results:

- An increase in Japanese food products and food related crafts exports to the United States.
- A positive influence on the American diet by introducing healthy Japanese foods and cooking methods.
- The popularity of Japanese cuisine will lead Americans to have a greater interest in traditional Japanese cuisine in Japan, especially regional cuisines that have yet to be introduced in the U.S. The "Japanese cuisine experience" could be a new trend for Japanese tourism and could be an ideal marketing strategy in the future.
- A greater awareness of Japanese cuisine will support Japanese culinary education outside of Japan and maintain Japanese traditions with many talented chefs in the United States.

[What is PECOPECO!] www.pecopeco.com

PECOPECO! is the New York's Only Web Restaurant Guide for Japanese! It is a web restaurant and food guide for both Japanese residents and Japanese visitors in NYC. We provide all our information in Japanese language with easy-to-see layouts and great pictures. Our website makes all Japanese viewers hungry and makes them want to visit your restaurant.