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TOM TOM NOODLE HOUSE DEBUTS LOW-CARB MENU

Pan Asian Restaurant Offers Healthy Dining Options

DALLAS (April 22, 2004) – Tom Tom Noodle House has debuted a low-carbohydrate menu with 15 dishes to satisfy customers' changing dietary demands whether a diet is Atkins or South Beach focused. The menu which include *Appetizers, Salads, Special "no rice" Plates* and *Grills* can be found at Tom Tom's West Village location.

"Our Pan Asian cuisine is already full of healthy choices, like stir-fried or grilled items, and chicken and fish," says Russell Hayward, President of Triple R Group, LP, the owner of Tom Tom Noodle House. "This new menu expands the variety of specific low-carb choices available to our diners."

As many one-third of Americans are following some type of low-carb eating plan, according to LowCarbiz, a Denver-based industry newsletter. Other estimates put the count anywhere between 10 million and 24 million low-carb dieters in the country.

To meet the needs of these customers, the new Tom Tom low-carb menu will provide items such as *Char Grilled Beef Tenderloin* served with bok choy instead of rice. Bok choy is one of the lowest carb foods available.

In the meantime, roughly one-third of the Tom Tom Noodle House existing menu is available in low-carb form. For example, every Rice Plate can be made low-carb by leaving out the rice and adding more vegetables. Foods like coconut milk, found in the Spicy Coconut Chicken, or edamame are also low-carb, while Grilled Mahi Mahi in Laksa Sauce is a very light and healthy dish.

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“Customers need not worry about forgoing the taste and flavor they’ve come to expect from Tom Tom Noodle House,” Hayward says. “This new low-carb menu will be an utterly delectable spread of Pan Asian cuisine. Historically, most Chinese food in the United States has been full of sugar, which creates the ‘diet-breaking’ flavors that Americans have come to crave. Tom Tom Noodle House restaurants do not rely on sugar to drive the Pan Asian flavor.”

Tom Tom Noodle House (www.tomtomnoodlehouse.com) is a contemporary Pan-Asian restaurant – a modern New York noodle house that blends the distinctive flavors of the Pacific Rim and the Asian markets of Hong Kong, Malaysia, and Sydney, Australia. As in the “street foods”, grills, noodles and rice bowls menu, the theme of detailed simplicity is carried throughout the restaurant, from a rock garden in the front to the blond and citrus colors and clean lines of the interiors. Tom Tom is built with organic materials, such as wood, silk and other fabrics – a little bit of stone, a little bit of steel. At present, Tom Tom Noodle House in Dallas’ West Village offers dine-in, takeout or delivery. Owned by Triple R Group, plans include expansion of the concept within North Texas and across the United States.

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