



FOR IMMEDIATE RELEASE

## **Introducing Certified Perfect English Menu's Online Dining and Restaurant Reference for Japan**

*Visit [www.engmenu.com](http://www.engmenu.com) to find restaurants with English Menus and Japanese dining information, especially for foreigners living in and visiting Japan*

Kobe, Japan - Aug. 15, 2009 - West Heading Inc has launched Certified Perfect English Menu ([www.engmenu.com](http://www.engmenu.com)) for foreign residents and tourists in Japan. The website only lists restaurants with "perfect" English menus that are reviewed and proofed by native-English writers. Engmenu.com is the only site of its kind for the Japanese tourist market.

English menus are a rare commodity in many parts of Japan. And even when English menus are found, they are often poorly translated or contain Japanglish (unnatural Japanese-English expressions). Engmenu.com uses professional copywriters to review all the restaurants menus that go on their list. "We want foreign residents and tourists to have a relaxed dining experience" says co-founder Seiko Matsuda. "That experience begins with a menu they can actually read and understand."

Started only 1 month ago, engmenu.com now lists over 100 restaurants in Kyoto, Osaka and Kobe—with expansion to Tokyo and Nagoya planned for the Fall/Winter 2009. Once restaurants are approved to be on the website, they will receive bright red stickers that say "Certified Perfect English Menu" to display in their windows or on sandwich boards.

Currently, "Basic" listings are free if the restaurant has a good, understandable English menu. Restaurants without English menus are offered translation service significantly below industry rates. "We're an advocate for the diner, but also for the restaurant," says Matsuda. "We want to make it as easy as possible for restaurants to be on our site." CPEM also offers restaurants a low-priced "Full" English web page to promote additional information such as menus, maps, pictures, coupons and more.

### **About West Heading Inc. and Certified Perfect English Menu**

West Heading Inc. was started with the primary mission of bringing more of the West to the East, and East to the West. The end goal is to help different cultures live more peacefully and successfully together. Certified Perfect English Menu ([www.engmenu.com](http://www.engmenu.com)) is a web-based business that endeavors to bring the extraordinary culinary experiences of Japan to everyone interested—not just those that can read kana and kanji.

### **Contact Information:**

For information: <http://www.engmenu.com> or  
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