



FOR IMMEDIATE RELEASE

How Japan's Restaurants can Help Beat Back the Recession?

Most restaurateurs in Japan are missing an entire target market of hungry customers. Captured, this market can mean significant added revenues.

Kobe, Japan - Sept. 10, 2009 - Certified Perfect English Menu (a WestHeading Inc. company), a web-based restaurant marketing company, found at www.engmenu.com caters to the mostly untapped Japanese-foreigner market. This market includes nearly 2 million foreigners living in Japan, and another roughly 9 million who visit the country as tourists or business travelers. These markets are always on the lookout for new and great places to dine in Japan. Unfortunately, the vast majority of restaurants in Japan usually only have Japanese (kanji and kana) menus.

At www.engmenu.com, tourists and foreign residents can now find restaurants in Kobe, Osaka, and Kyoto (Tokyo and Nagoya coming soon) with menus translated into "perfect" English. Because English is a more universal language than Japanese, this website is not only useful to native-English speakers, but to anyone who is unable to read Chinese characters and Japanese kanji.

Restaurants on the website also receive bright red stickers that say "Certified Perfect English Menu" to display in their windows or on sandwich boards, which makes finding these restaurants offline much easier.

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) 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.

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