



FOR IMMEDIATE RELEASE

Certified Perfect English Menu Teams Up with Japan Tourism Organizations to Give Foreigners More Restaurant Choices.

CPEM works with the Japan National Tourist Organization (JNTO), the Kyoto Tourism Council and the Kobe Convention and Visitors Association.

Kobe, Japan - Sept. 20, 2009 - Certified Perfect English Menu (a WestHeading Inc. company), a web-based restaurant marketing company, found at www.engmenu.com is working in conjunction with Japan's tourism organizations to bring more dining choices to foreign tourists. This market includes roughly 9 million who visit the country as leisure or business travelers.

Unlike many of the world's top tourist destinations, Japan has a surprisingly small amount of useable English, even at popular tourist destinations and big-city restaurants. Certified Perfect English Menu is tackling this problem head on by enlisting the help of tourist organizations and the restaurants themselves to make dining easier for foreign guests.

At www.engmenu.com, tourists can now find restaurants in the Kansai region, which includes 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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