



Ms. Tanya Petrovna, Native Foods' "Chef" Executive Officer makes presentation to Restaurant Industry Executives at the annual Chain Leader *Live!* Event

Irvine, Calif., October 31, 2007 – As the founder and "Chef" Executive Officer of Native Foods – the nation's largest and fastest growing chain of vegan restaurants - Ms. Tanya Petrovna was invited to present at Chain Leader *Live!* The event, hosted by Chain Leader Magazine (which provides insight for restaurant executives) was held in Newport Beach, California from October 24-26, 2007. This annual event provides executives from the nation's leading and up and coming restaurant chains an opportunity to network and share insights on restaurant industry trends and solutions to marketing, human resource, and financial challenges.

As part of the *Live!* event, Ms. Tanya Petrovna shared her opinions to the audience on the need for up and coming restaurant chains to differentiate themselves and to have an experienced management team to execute the company's growth plans.

According to Ms. Tanya Petrovna, Native Foods differentiates itself by operating in a fashion consistent with its core values and simultaneously providing value to customers, employees and shareholders.

"We are always guiding our employees to operate in a way that is consistent with these values which are presented on our website...for example, one of our core values is to serve and set the standard on what delicious, fresh, organic, and artful vegetarian/vegan meals should be and to make them convenient and affordable to all. We believe that this approach will draw new customers into our restaurants...and once they try our meals...we know we will see them again and again. Enjoying a healthy meal and eating compassionately are just beautiful bonuses"

About Native Foods

Native Foods, based in Irvine, California, is the nation's largest and fastest growing vegan restaurant chain providing vegans, vegetarians and others with fresh, healthy and delicious meal choices in a convenient-casual format. The company's mission is to differentiate itself from other restaurants by offering fresher, healthier, more delicious and

organic meal choices, providing great customer service and showing other companies how to grow profitably while supporting social causes that are consistent with its core values. Founded in Palm Springs in 1994, Native Foods currently has five locations in Southern California.

For more information

Gary R, Johnstone, CPA

Native Foods

Chief Financial Officer

949-754-3104

www.nativefoods.com