



RESTAURANT NEWS

Cefiore Launches Online Video Contest

2008-07-30 — Cefiore, a frozen yogurt company in Southern California and other U.S. cities, announced today its "Fro-Yo Yourself" Online Video Contest.

Cefiore is giving consumers a chance to show their creative side by producing original videos to show how much they love Cefiore frozen yogurt. The company welcomes user-generated videos from "Fro-Yo" fans that demonstrate their enthusiasm for frozen yogurt while creatively capturing the Cefiore brand.

Various prizes will be awarded, including a grand prize of \$2,500 and frozen yogurt for a year. Announcement of winner will be made on September 20, 2008.

Contest details can be found on the Cefiore Web site www.cefio.com/.

Cefiore is a subsidiary of worldwide seafood and sushi buffet franchise, Todai. Todai SSB, Inc. develops, franchises, and licenses sushi and seafood buffet restaurants under the Todai name.