

## Baja Fresh(R) Delivers Trans Fat Free Menu since January 2004

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Restaurant Chain for the Health Conscious Rounds Out Menu with New Dessert Items

Baja Fresh Mexican Grill, the California-based quick and casual fresh Mexican food chain, announced today the restaurant's menu has been free from trans fats since January 2004. It is continuing that commitment to its customers with its current menu and the addition of two new dessert items, the Churro and the Aztec Chocolate Chip Cookie. Baja Fresh was one of the first restaurant companies to eliminate all trans fats from its menu.

'At Baja Fresh we've always delivered on health conscious menu items. For example, our fresh tortillas have zero trans fats. We are pleased to continue that theme across our menu and we will continue to develop new delicious healthy items that have zero trans fats,' said James Walker, President, Baja Fresh.

Trans fats come from the process of adding hydrogen to vegetable oil - hydrogenation. They are typically used in food manufacturing to keep food lasting longer, staying fresher and tasting less greasy, however the fat also has a negative impact on the human body by increasing LDL cholesterol and decreasing HDL cholesterol.

Founded in 1990 and headquartered in Thousand Oaks, Calif., Baja Fresh operates and franchises 291 restaurants nationwide.

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