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UNIQUE COLLABORATION LEADS TO “HEARTier CHOICES” DINING OUT *Junnoon is first to offer comprehensive heart-friendly menu*

PALO ALTO, California, February 8, 2007 – Portion sizes. Cooking methods. Carbs and fat. They often add up to a headache for those trying to make heart-health decisions when dining out. But a unique new program launched by the South Asian Heart Center at El Camino Hospital aims to take the guesswork out of dining out, by referring people to restaurants that feature “HEARTier Choices” that meet the Center’s guidelines. Junnoon, one of the Peninsula’s most celebrated restaurants and a “showcase for modern Indian food,” is the first program partner, with a special, comprehensive “drinks-to-dessert” prix fixe menu that helps diners avoid unhealthful choices.

“It’s not ‘diet’ food,” emphasizes owner Sabena Puri. “Junnoon is offering food that has all the ‘dining out’ appeal people are seeking, with none of the baggage of high fat, high carbs and high cholesterol that so often characterize a restaurant meal. It will appeal to anyone who wants a sensible approach to eating out.”

Junnoon (a Hindi/Urdu noun that means “passion” or “energy”) opened to acclaim in March 2006. It was named one of the 20 best new restaurants of 2006 nationwide by *Esquire* magazine; one of the top 10 restaurants of the year by the *San Jose Mercury News*, and the best new restaurant by the *Palo Alto Weekly*. Now, it could well add “healthiest” to its many accolades.

Ashish Mathur, Executive Director of the SAHC says the program is one more step in the South Asian Heart Center's drive to address the epidemic of heart disease among people from the Indian subcontinent, who are four times more likely to have a heart attack than the general population. The Center's program, which combines advanced screening with a personalized program of prevention, will now include heart-healthy restaurant recommendations.

"This is an exciting new element to our approach," Mathur said. "No matter how successful we are at changing the diet in the home, our typical participant is eating out half the time. Helping them make wiser restaurant choices for every course, not just the main entrée, was the natural next step."

"Working with the South Asian Heart Center wasn't a stretch for us," said Sabena Puri, Junnoon's owner. "Wholesome dining doesn't have to equate with boring or unappetizing. Our food gets its appeal from the use of varied spices to enhance flavors, as opposed to adding oils and fats."

All the items on the "HEARTier Choices" menu are from Junnoon's regular menu. Working closely with the Center's nutritionist, Junnoon's chef identified dishes that met the guidelines: low in saturated fat, devoid of trans-fats, higher in mono-unsaturated fats and low in simple carbohydrates. The resulting special menu, presented as a "prix-fixe" addition to the regular selections, offers flavor-rich recipes that will delight everyone.

The healthy selections—such as the Pomegranate, Peanut and Fresh Sprout Salad—are designed to be just as palate-pleasing as those on the regular menu. (To see the full "HEARTier Choices" menu, visit www.junnoon.com, or call 650-329-9844.)

Mathur expects Junnoon to be just the first of many restaurant partners throughout the community that address the need to improve South Asians' diets. "Junnoon's leadership can help create a new, healthier, 'HEARTier Choices' trend. This is really about educating people to make more sensible dietary choices wherever they dine," he added.

The South Asian Heart Center, launched earlier this year at El Camino Hospital in Mountain View, Calif., is the first nonprofit, community-supported center in the world devoted to the prevention of coronary artery disease (CAD) in people of South Asian descent. Conventional approaches to heart disease haven't made a dent, and frequently fail to adequately identify those at risk, because in addition to standard risk factors such as high

blood pressure, smoking, cholesterol, and obesity, research points increasingly to additional genetic and metabolic risk factors that play a causative role in premature heart disease among the South Asian population:

The Center's staff members work with more than 40 volunteers to help carry out its mission. To schedule a screening, volunteer time, or donate to the center, visit the web site at www.southasianheartcenter.org or call (650) 940-SAHC (7242).

About El Camino Hospital:

Located on a 41-acre campus in the heart of Silicon Valley, El Camino Hospital serves residents in the El Camino Hospital District – Mountain View, Los Altos, Los Altos Hills, and portions of Sunnyvale and Palo Alto – as well as those in surrounding communities. Established in 1961, this non-profit, locally controlled community-based hospital has delivered the highest level of medical services to the community for more than four decades. Recognized both locally and nationally for its quality of care and high patient, physician and employee satisfaction scores, ECH is the only hospital in the Bay Area and one of only six in California that has been designated as a nursing magnet hospital by the American Nursing Credentialing Center.

To learn more about ECH and its services, visit our web site at www.elcaminohospital.org. For a physician referral, visit the web site or call the El Camino Health Line at (800) 216-5556.

About Junnoon:

Junnoon offers modern Indian cuisine, featuring fresh ingredients in bold, healthy, flavor-intensive dishes that reflect the diverse regions of India. The restaurant opened to acclaim in March 2006. Junnoon is open for dinner Monday - Thursday 5.30 p.m. to 10 p.m.; Friday – Saturday 5:30 p.m. to 10:30 p.m; Sunday 5:30 p.m. to 9 p.m. Lunch is served Monday-Friday, 11:30 a.m.-2:30 p.m. For reservations, call (650) 329-9644 or visit www.junnoon.com. Junnoon is located at 150 University Ave., (at High St.) in Palo Alto, Calif.

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