

Simon Woodroffe OBE and



YO! Company - NEWS UPDATE – 4th Quarter, 2008

YO! SUSHI opened in 1997 and today has grown close to 50 restaurants worldwide, serving 3m+ customers a year with locations throughout the UK and overseas in Moscow, Dublin, Dubai, Kuwait and Kuala Lumpur. Openings in 2008 have included: London St Pancras, Oxford, Liverpool, Leicester and Dubai. In April, Simon sold his personal ownership in YO! Sushi but his company YO! Limited retains a royalty arrangement in perpetuity which means that unlike Richard Branson, Simon will never have to write a book called "How I Lost my YO!". The business is run by Robin Rowland www.yosushi.co.uk

YOTEL launched its first site at Gatwick South Terminal in July 2007 and Heathrow Terminal 4 followed in December. The first international site opens at Schiphol Airport in September 2008 and further sites at travel hubs and in city centres worldwide will follow. YOTEL has already received substantial publicity in the UK and worldwide. Simon provided the seed capital and is the public figure and driving creative force. The business is backed by a £30m financing deal and is run by Simon's business partner Gerard Greene. www.yotel.com

RadiYO! is on air! Simon speaks to his guests about business, life and everything else. RadiYO! podcasts were produced in co-operation with GCAP media and available to download now at: www.creationpodcasts.com and www.itunes.com

YO! HOW will be emerging as a publishing, products and services spin off to Simon's public speaking and the growing demand for business guru knowledge. www.yocompany.biz/yohow

YO! ZONE, the spa continues in the development of a central London riverside site. www.yocompany.biz/yozone

YO! HOME – Simon has announced the residential homes of the future project and a prototype is being developed. www.yocompany.biz/yohome

That's it. No car hire, mobile phones, internet cafes, bridal ware, watches or colas
Just solid high profile Innovative businesses that are fun

Watch out for:

Upcoming television including regular slots on Sky and BBC

For the latest news on all things YO! visit:

www.yocompany.biz

Simon left school at the age of 16 and spent 30 years in the entertainment business. His production companies in London and Los Angeles designed and staged concerts for many artists during the 70's and 80's, including The Moody Blues, Madness, Rod Stewart, Stevie Wonder, George Michael and the world's most famous concert in history: Live Aid in 1985.

In the 90s, Simon went into television. He spearheaded the development of television deals to show huge international rock concerts worldwide, including Nelson Mandela concerts, shows for Amnesty International and the Prince's Trust concerts.



During a spell in “the career wilderness” and experiencing feelings of not quite having achieved as much as he wanted, a chance comment by a Japanese business acquaintance gave Simon the direction he lacked and in 1997, he founded YO! Sushi, a conveyor belt sushi bar. The concept was to make eating a complete entertainment experience and featured call buttons, robot drinks trolleys and Japanese TV. The first restaurant opened on London's Poland Street and became an overnight phenomenon. Today it continues to expand both at home and abroad with 50 sites in 6 countries.

In 1999 Simon won the Ernst & Young Entrepreneur of the Year Award and in 2001 he was awarded the accolade of Best Venue at the Retailer of the Year Awards. In recognition for his contribution to hospitality, Simon was awarded an OBE in the Queen's Birthday Honours 2006.

Simon was an original “Dragon” - one of the formidable panelists on the BBC 2 produced worldwide hit programme Dragons' Den who make and break the dreams of would-be entrepreneurs as they pitch their business ideas for financing. Simon has also featured on Discovery TV's VIP Weekends with Ian Wright, ITV's Homes & Property, ITV's The Millionaire's Club and Phil & Kirstie's Property Guide.

As a result of being asked to share the story of his entrepreneurial success, Simon has developed a strong reputation on the UK and international public speaking circuit. Simon speaks openly avoiding business cliché and audiences find his story extremely inspiring and a catalyst for their own endeavours, be they in a large corporate setting or working at a start-up level.

The YO! story continues to develop and Simon works with others to develop new YO! Brands. Unconventional innovation in each YO! retail concept will deliver customers that “zizzz” factor traditionally found only in showbiz.

YOTEL, the world's most radical hotel with rooms of just 10sq metres and space travel inspired interiors opened to the world at London Gatwick Airport in Jul 2007. It is the first hotel in the world to be actually inside an airport terminal. London Heathrow opened in Winter and Amsterdam Schipol opens September 2008. The public love YOTEL and press has been fantastic: “It's definitely a hip new way to kip” (London's Sunday Times)

Simon is developing more new YO! Brands including YO! Zone: part spa, part café, part bar and part nightclub; and YO! Home: which will provide a futuristic take on the traditional home.

See next pages for:

*a timeline of Simon's career
public speaking testimonials and reviews
public speaking information including content & technical requirements
information about the YO! family of brand cousins*

SIMON WOODROFFE

Founder of YO! and a leading business motivational speaker

Simon Woodroffe hasn't done everything yet... but he's on his way. He has worked with some of the biggest names in rock showbiz, staged one of the biggest music events in the last 20 years, developed a successful concept-restaurant chain and is the proud parent of a teenage daughter.

It hasn't been plain sailing all the way, but where he hasn't succeeded he has gained valuable knowledge. Simon shares his story with many people through his highly successful public speaking career. He actively supports budding entrepreneurs, and is regularly asked by government to advise on entrepreneurship.

- 1967 - Leaves school at 16 with 3 GSCE "O" Levels
- 1970's - Roadie and stage manager. Stage manager for Vinegar Joe, The Sweet, and lighting technician for The Faces, Jethro Tull and Led Zeppelin
- 1980's - Rocks... - as a stage designer. His first big break came with Rod Stewart, then a string of spectacular shows from Motorhead to The Moody Blues
- 1985 - Stages Live Aid - THE musical event of the last 20 years
- 1993 - Fails Marriage
- 1990's - Tries new careers including selling TV rights to rock shows (successfully) and producing extreme sports videos (unsuccessfully).
 - Spends time in the French Alps, and, finally... with the help of a Japanese friend has the idea for YO! Sushi
- 1997 - Opens the first YO! Sushi in Poland Street. Within a week there are queues around the corner
- 1999 - Wins Ernst and Young Emerging Entrepreneur of the Year
- 2000 - Wins Catey UK Group Restaurateur of the Year
 - Launches The Book of YO!
- 2003 - Sells majority stake in YO! Sushi to his management team. This gives him the time and funds to concentrate on YO! Everything
 - Launches YO! Japan with Alan Strang
 - Starts work on YOTEL
- 2004 - Records "Songs in The Key of YO!" with The Blockheads
 - Creates board and management team for YO! Ltd
 - Launches YO! How, a training and development consultancy for entrepreneurs
- 2005 - Appears in BBC2's prime time Dragons' Den
 - Commences work on business tv concepts
 - Works with YOTEL to reach funding stage
 - Continues development of YO! Zone
- 2006 - Works with YOTEL opening team towards 2007 launch
 - Commences work on YO! Home
 - Appears in Discovery TV's VIP Weekends with Ian Wright, ITV's Homes & Property and ITV's The Millionaire's Club
 - Awarded OBE
- 2007 - YOTEL opens
- 2008 - In April Simon sells his personal ownership in YO! Sushi but his company YO! Limited retains a royalty arrangement in perpetuity so that unlike Richard Branson, Simon will never have to write a book called "How I Lost my YO!"
 - In September the first international YOTEL opens at Schipol airport

Television programmes featured in:

Microsoft TV commercials	BBC's Crisis Command - Could You Run The Country?
The Money Programme	Carlton's London's Richest
BBC's Millionaire Mind	CNBC's The Players
BBC's The Dragon's Den	ITV's Who Wants To Be A Restaurateur
ITV's Homes & Property	Discovery TV's VIP Weekends with Ian Wright
ITV's Millionaire's Club	Phil & Kirstie's Property Guide

SIMON WOODROFFE

Public Speaking Reviews

what people think...

(a **small** sample of stand out comments – the complete list is available!)

The feedback from the delegates has been phenomenal and you are officially down on their score-card as the 'best ever'
Aventis Awards Conference - Miami

If I said that your appearance and presentation went down well, I reckon that would be a tragic understatement; rather we all thought that you really were magnificent!

Bob J Silk - Barclays Corporate

The most inspirational and exciting presentation I have ever attended.

Mari-Cecil Boule - Boule International

You've received rave reviews in all the feedback we've had so far not only for your story and your style but for your all out attitude to life!

Impact Training Group

Your presentations were fantastic. Perfect message, excellent delivery and a refreshing natural style.

Legal and General

Your presentation turned out to be the highlight of the conference for most delegates.

Forbes Mutch - Caterer & Hotelkeeper

Your account of failures as well as successes gave a very realistic and encouraging perspective.

Andrew Ceresto - Blue Chip Associates

You have inspired a lot of people to grab opportunities around them and have the courage to think outside the box.

Neil James - Glaxo Wellcome

Wow, what an extraordinary, ordinary guy.

Karen Mc Grath - VT Events

The best speech I have heard in this building in ten years.

David Twigg Molecy - Institute of Directors

Such honesty and candour is not something one normally associates with successful speakers...

Roy U Moëd - Pourshins PLC

I came in feeling tired. I went out thinking about the future.

Business Link - Worcester

A truly inspirational and mind blowing presentation.

Joel Sapiro - PSMG National Conference

You are a breath of fresh air in a f***ed up country.

Anon

Simon blew me away. His presentation was absolutely FAB. The pace and content were both fascinating and fantastic. He spoke with such passion and honesty that I felt truly inspired.

Gaynor Murray, BT Retail Conference – 02.03.05

At last! Someone who skips the b*%^!*t, tells it how it really feels, and motivates us in the bargain!

Liz Meikle, Horizon Hotel – Scottish Enterprise Event – 11.03.05

The most innovative speaker we have ever heard.

Associated Independent Stores – 28.04.05

You were a vital part of our event, and the breadth, depth and richness of your presentation was genuinely appreciated.

Maggie Atkinson, Director of Children's Services @ Gateshead – NEEC Conference 2006 – 06.01.06

The best three days I have spent on a development programme in many years.

Delegate – KPMG Developing Top Management Event – 24.05.06

The feedback has been unprecedented and this is thanks to your captivating and motivational presentation.

Peter Kealy, MD, SPAR Ltd – Annual Convention – 08.10.07

Thank you for your contribution to our successful event yesterday. Everyone agreed that the execution of your presentation was outrageous!

Liz Gibson, Marketing Manager, Parsons Brinckerhoff – Project of the Year Awards – 28.04.08

I was completely flabbergasted by his passion, vision and embodiment of the YO! Company.

Sonali Kukreti, Attendee – Leaders in Abu Dhabi Conference – 25.05.08

Funniest. Talk. Ever. It was brilliant! He was searingly honest and very down-to-earth. Inspiring and hugely encouraging. He gave loads of insights into how he motivates himself and others and how he innovates.

Michael Walsh, Attendee – University of Limerick Enterprise Event – 29.05.08

SIMON WOODROFFE - PUBLIC SPEAKER

Public Speaking Overall Offering, Content Outline and Technical Requirements 1 of 3 pages

Page 1: Overall Offering: Speeches, Workshops & Products

1 Standard Speech (usually 1 hour, shorter by arrangement)

This is Simon's story interspersed with his learned personal / business wisdom for attendees to take away. New material and pieces of learning are always being inserted as the YO! story continues to develop. This speech is often customised according to the client brief / event theme and can be easily done in a conference call. Titles include:

Titles include:	
<ul style="list-style-type: none">▪ How I Got My YO! Or The Story of YO!▪ Using Innovation to Win New Markets▪ The Business Revolution▪ Everybody Is An Entrepreneur	<ul style="list-style-type: none">▪ Being Outrageous▪ Entrepreneurial Team Building▪ The New Bottom Line▪ How to Grow Your Mind

Generally opens with 2.50 min video and closes with Simon singing How I Got My YO! with The Blockheads backing track. Q+A at the end as required by client – (10mins to 1hr depending on speech length).

The "Standard Speech" format is used by many clients,
so the next page has fuller details of more typical titles & content

2 Interactive Workshop Sessions (from 1 hour to whole day)

These can be stand alone sessions or as follow up to a speech. Typically Simon will introduce the topics and then interact with and challenge the audience.

Titles / Topics include:	Topics deal with:	Processes used include:
<ul style="list-style-type: none">▪ Stop Doing What You're Not Good At▪ Successful People Fail▪ You Are What You Think▪ There Are No Rules▪ Being Outrageous▪ Stop Planning▪ If You're Not On The Edge You're Not Living▪ Everybody Is An Entrepreneur	<i>Enterprise Creativity Motivation Thinking Action Change</i>	<ul style="list-style-type: none">▪ Voice of God▪ Imagined Hindsight▪ Act As If▪ Guaranteed Success▪ You Already Have The Answer

These sessions are inspiring and practical – really solid, down to earth stuff, which is tangible and useable.

3 After Dinner and Master of Ceremonies (typically up to 1 hour)

- Anecdotal and entertaining stories
- Thought provoking
- "Off the cuff"
- Inspiring
- Relevant

4 Products

- Book of YO! (great for delegates to take away)
- Music CD – How I Got My YO! - the album by Simon Woodroffe and The Blockheads
- More YO! How products to follow on training and development

Please see the next pages for Content Outline & Technical Requirements

SIMON WOODROFFE - PUBLIC SPEAKER

Public Speaking Overall Offering, Content Outline and Technical Requirements 2 of 3 pages

Page 2: Content Outline

Simon generally speaks for 45 minutes to 1 hour depending on your requirements. He begins his speech with a 2.50 min video to set the scene, and usually concludes by telling how he came to write and record an album with The Blockheads, and then performing a song from the album.

Typical Titles Include <i>(Simon can personalise his speech - a briefing phone call can take care of this)</i>	Content <i>An idea of some of things Simon covers when he talks</i>
<ul style="list-style-type: none">▪ Using Innovation to Win New Markets▪ Getting to YO!▪ How I got my YO!▪ YO! – Superbrand▪ Unlocking Creativity▪ A Nation of Entrepreneurs?▪ Stop Planning▪ The New Bottom Line▪ Being Outrageous▪ The Business Revolution	<ul style="list-style-type: none">▪ The World conspires to help you when you're committed▪ Successful people fail▪ "CAN I?" - Constant And Never ending Innovation▪ Revolutionaries▪ Listening to the voices▪ Acting as if▪ 7 Meeting Rule▪ Imagined hindsight▪ Outside the comfort zone▪ First Impression technology

Brief Speech Outline

(This paragraph can be copied for use in event programmes etc or used as an intro before the video plays)

What do you do when you've been a roadie, a stage designer and a TV executive, have got to the age of 40, nearly run out of money and are unemployable with a family to support? You start a conveyor belt sushi bar. That's what Simon Woodroffe did and letting you into his world and mind tells you about what he learned along the way and how he stayed on the tightrope to open YO! Sushi, YO! Below, YO! to Go and now a host of YO! spin-offs with which he hopes to eclipse Virgin and Easy. Inspiring – definitely unmissable.

Simon does not use notes or PowerPoint - he avoids cliché and business speak completely and rather than arguing a case, he talks about topics from his own experience so influencing the listener at an emotional level. Underlying each speech runs "Simon's story" an inspirational tale of changing fortunes in several businesses.

If you wish Simon to do a Q & A, he always has a story or personal experience to illustrate the point, and the most commonly said things about him are that he talks common sense, what he says is of practical use, he is entertaining and that audiences leave feeling inspired.

SIMON IS FLEXIBLE WITH ALL THESE ARRANGEMENTS

Please see the next page for Technical Requirements

SIMON WOODROFFE - PUBLIC SPEAKER

Public Speaking Overall Offering, Content Outline and Technical Requirements 3 of 3 pages

Page 3: Technical Requirements

Timings

- Simon generally speaks for 45 minutes to 1 hour depending on requirements

Microphone

- Speaking Simon does not use a lectern – he requires a lapel mic or similar and in small rooms can work without amplification.
- Singing Simon requires a good quality hand mic and sound system to sing lead vocals over a backing track (see Ending Song section below)

Introduction Video - Simon likes to run a 2.50 min introductory video (please play LOUD!) before speaking to set the scene. This video should be played immediately after Simon is introduced. He stays sitting down while the video plays. After the video ends, he will stand up and commence his speech – *video supplied on DVD*

Holding Slides / PowerPoint - Simon does not use notes or PowerPoint – if you have the facility for a holding slide, please use one of the prepared holding slides - (*supplied as PowerPoint files or jpegs on DVD*)

Ending Song - Simon likes to conclude his speech by telling the story of how he wrote and recorded with the Blockheads. When he starts to speak about The Blockheads, the end of the speech is not far off. Generally, his last words before the song starts are along the lines “...and this is what we recorded.” The song then plays, over which he performs lead vocals with a hand mic – *backing track supplied on the same DVD – make sure you select the “backing track” version*

Lighting

- Video Likes to run video in dark room
- Speaking Prefers full lights on stage and the audience to be lit while speaking
- Singing “Rock Show” style lighting for the final song – ONLY IF AVAILABLE – don’t stress about this – some venues can do this easily and others can’t!

**SIMON IS FLEXIBLE WITH ALL THESE ARRANGEMENTS
AND HAPPY TO ADAPT TO VENUES, ETC**

**YOU OR YOUR TECHNICAL PEOPLE CAN CALL
NICHOLAS TARDENT ON +44 20 7224 0753 TO DISCUSS**

IMPORTANT NOTES ON THE DVD: MAKE SURE YOUR TECHNICAL PEOPLE READ THIS

Before your event we will send you the **Simon Woodroffe & YO! - Brand & Showreels** DVD. This DVD contains great information about the YO! brands plus the media you need for when Simon speaks.

The DVD content (the videos and music tracks) can be played on any DVD player or a PC able to play DVDs. The music tracks are **NOT** able to be played on a CD player.

The extra content (logos, photographs, holding slides and music tracks [AIFF format for PC and Mac and WAV format for PC]) can only be accessed via the CD drive on a PC using normal file management methods.

The videos and songs on the DVD are most easily chosen by using the on screen DVD menu, however if you are using the track numbers that appear on DVD machines or in windows media player etc the track numbers to choose are as follows:

Speaking Introduction Video for use <u>in the UK</u>	is track	EIGHT
Speaking Introduction Video for use <u>outside UK</u>	is track	NINE
How I Got My YO! - Backing Track	is track	SIX



“If you want to make God laugh, show him your business plan”

Simon Woodroffe founded YO! SUSHI in 1997
In 2003 he sold a controlling stake to the management team
In 2008, he sold his personal ownership
His company YO! Limited retains a royalty arrangement in perpetuity

YO! JAPAN clothing launched in 2003
and sold in 300 outlets in 12 countries

YOTEL opened in 2007

A spa concept and home of the future project
are in development

It has been said that YO! is the new Virgin...

But Simon reckons that making records
and appearing in the Edinburgh festival
is safer than jumping out of balloons

YO! EVERYTHING

Restaurants - Fashion - Hotels - Music - Spas - Motivation

YO! Sushi is an example of what can be achieved through a combination of belief in what you're doing, and doing something that turns accepted ideas upside down to create an unforgettable customer experience.

One of the main things that Simon has learned during the process is the importance of delegating responsibility, to create a sense of ownership at many levels in the organisation. If you get that right, you can go on to build, well everything!



YO! COMPANY

YO! Company explores, plays with, nurtures and assesses early stage ventures before passing operational control to an experienced entrepreneur or joint venture partner.

YOTEL

YOTEL is the world's most radical hotel. A cross between first class air cabin and luxury micro-living, the prototype YOTEL room launched at 100% Design Week in September 2004. CEO, Gerard Greene opened the first YOTEL in July 2007 and the brand is rapidly expanding around the world.

YO! Zone

YO! Company is looking to create a radical new 40,000ft spa concept for London. YO! Zone takes inspiration from the spa traditions of Japan, Turkey, Germany and Russia, but breaks the rules with its accessibility and pricing structure.

SIMON'S TELEVISION & RADIO CAREER

Simon has appeared on numerous show such as ITV's "In Good Company", Carlton's "London's Richest", CNBC's "The Players" and BBC's "Millionaire Mind", but the first screening in early 2005 of BBC's Dragons' Den, established Simon as a successful tv personality and reviewing offers from production companies are now part of the daily routine. Simon believes that business will be the source for the next wave of reality based tv and is working on a number of television concepts based around this. Simon has also featured on Discovery TV's VIP Weekends with Ian Wright, ITV's Homes & Property, ITV's The Millionaire's Club & Kirstie & Phil's Property Guide. Simon is also a regular guest on the UK's tv and radio news shows such as BBC Breakfast, GMTV Today, Jeremy Vine and Sky News where he is valued for his frank and often edgy thoughts on current events.

SIMON'S PUBLIC SPEAKING

Starting with a 10 minute after dinner spot at the off-the-cuff suggestion of a colleague, Simon now makes more than 50 presentations each year in UK, USA, UAE, Norway, Sweden, India, Luxembourg, France, New Zealand, Italy, Germany, Belgium, Ireland, Holland, Spain, Monaco, Malta – and we've definitely missed some! He speaks plainly and passionately about his success and failures and never slips into business speak or cliché. Audiences have perfectly described him as "an extraordinary, ordinary guy" and "nothing less than inspiring".

SIMON'S WRITING

Simon wrote The Book of YO! after repeated questions into his way of working and approach to business and creativity. The Book of YO! has proved enormously popular and featured in bestseller lists. Simon is constantly making notes for a new book, and via the YO! How brand is exploring a subscription website related to business and entrepreneurship.

YO! JAPAN

The first YO! brand extension and a joint venture with designer and entrepreneur Alan Strang. YO! Japan fashion label launched in January 2003. It sold in 300 outlets in 12 countries, including Selfridges and House of Fraser in the UK and overseas in the US, Italy, France, Scandinavia and Australia.

THE BLOCKHEADS

Following the recording of "How I got my YO!" which Simon performs on stage when he speaks, Simon wrote an album with Chaz Jankel of The Blockheads and recorded it with the band in 2004. It's an album of auto biographical songs about the world, life, business and everything in the key of YO!



YO! SUSHI
Elegant fast food

Since opening in 1997, YO! Sushi has been one of the hottest dining experiences in town. Its conveyor belts and robotic drinks trolley put customers in the driving seat, and its strong financial model allowed sushi to be sold at affordable prices. Today YO! Sushi has grown close to 50 restaurants worldwide, serving 3m+ customers a year with locations throughout the UK and international locations in Moscow, Dublin, Dubai, Kuwait and Kuala Lumpur.

COMPANY HISTORY

With its kaiten sushi bar (conveyor belt) serving sashimi, sushi rolls, nigiri, gunkans and hot classics including tempura and teriyaki and robots serving drinks, YO! Sushi took London by storm. AA Gill (Sunday Times) commented in his review that it was "the best sushi in London" and Fay Maschler (Evening Standard) said she had "seen the future and it is fun". Two more restaurants were opened quickly in Harvey Nichols and Selfridges, London, paving the way for the UK to start eating sushi that was accessible and did not cost a fortune.

By 2001 YO! Sushi was the market leader in sushi restaurants and YO! Sushi inspired supermarkets to start selling packaged sushi to the Great British Public, allowing people in areas where YO! Sushi restaurants hadn't arrived yet to take first steps to trying raw fish and Japanese food.

Founded by Simon Woodroffe, YO! Sushi's majority share-holding was bought by Primary Capital in 2003. In March 2008, Primary Capital sold YO! Sushi to Quilvest and YO! Sushi's management team. YO! Sushi is headed by CEO, Robin Rowland is keen to expand to 100 restaurants worldwide by 2012.

EVOLVING STYLE OF YO! SUSHI

Over the last 10 years, consumer tastes have changed dramatically, especially in the raw fish area of the menu. When the first YO! Sushi opened in 1997, it was considered revolutionary to eat raw fish and rolls such as California (crabstick & avocado) were considered exotic. Today the menu reflects a broader appeal with simpler dishes for YO! Virgins, to the more exotic items such as Ikura Gunkan and Hamachi (yellow tail) sashimi for YO! Lovers. YO! Sushi's appeal ranges from workers wanting a healthy, tasty business lunch, to parents introducing their kids to an eating environment (or quite often the other way round!) and shoppers and travellers looking for an alternative to fast food.

YO! TO GO

Wave 'cheerio' to boring meals and say 'helloooo' to a healthy and exciting YO! To Go range offering the freshest sushi and providing all the brain food required for lunchtime power meetings, after-the-gym suppers or full-on parties. Choose from assorted YO! boxes and platters or create your own combo from our sashimi, hand rolls, hotpots, salads and desserts. YO! To Go order can be delivered to your office, home or favourite hot spot! Sandwiches are so yawn yawn.

YO! EVENTS

Bring the world's most famous conveyor belt restaurant, directly to your home, office or venue of choice. YO! Events offers custom entertainment packages with a portable conveyor belt at centre stage, so you can have a real YO! Sushi restaurant in your own space. Our sushi chefs prepare dishes in front of your guests and for the true Japanese experience why not add some geisha waitresses?

Simon Woodroffe started YO! Sushi with his life savings of £150,000

WHAT THE PAPERS SAY ABOUT YO! SUSHI

The best sushi in London
AA Gill - Sunday Times

At YO! Sushi we have seen the future and it's fun
Fay Maschler - Evening Standard

The man (Simon Woodroffe) is an original who could, in tandem with others, have the same effect on British eating habits as Pizza Express founder Peter Boizot.
The Financial Times

Take people of all ages - and anyone with a sense of humour. It is brilliant.
Nick Foulkes - ES Magazine

A fresh, futuristic interpretation of an age-old soul food
The Face

YO! Sushi turns automation into performance art, staging a culinary event that emphasises mechanised servitude
New York Times

YO! Below - the bar which those clever techno geezers at the irreverent YO! Sushi has opened under Poland Street
Time Out

THE YO! SUSHI TROPHY ROOM

Retailers' Retailer Awards, Best Concept
YO! Sushi
2002 Finalist

The Q Award, Light Meals Category
Sainsbury's YO! to GO
2000 Winner

Retailers' Retailer Awards, Best Company
YO! Sushi
2002 Finalist

Catey Group Restaurateur of the Year
Simon Woodroffe
2000 Winner

Retailers' Retailer Awards, Best Venue
YO! Sushi/Below Edinburgh
2002 Finalist

Retailers/ Retailer of the Year Awards, Best
Newcomer and Best Design
YO! Below 2000 Finalist

Retailers' Retailer Awards, Best Design
YO! Sushi
2002 Finalist

Flavour Bar Awards, Entrepreneur of the Year
Simon Woodroffe
2000 Finalist

Theme Bar & Restaurant Awards
Best Use of Technology
YO! Sushi 2002 Winner

Leisure Property Awards, Best Innovative Concept
YO! Below
2000 Finalist

Retailers' Retailer of the Year Awards Best Venue
YO! Sushi and YO! Below Clerkenwell
2001 Winner

Design & Art Direction Awards
Design for Leisure Category
YO! Below 2000 Winner

Retailers' Retailer of the Year Awards
Best Design
YO! Sushi
2001 Finalist

Ernst & Young London Entrepreneur of the Year
Simon Woodroffe
1999 Winner

Retailers' Retailer of the Year Awards Best
Individual
Simon Woodroffe
2001 Finalist

Golden Web Awards, Best Website
YO! Sushi
1999 Winner

Revolution Awards, Best Use of E-Mail
Sainsbury's and YO! to Go Sushi Challenge
2001 Finalist

Growing Business Awards
Entrepreneur of the Year
Simon Woodroffe
1999 Finalist

Retail Interiors Awards, Outstanding Retail
Experience
YO! Sushi
2001 Winner

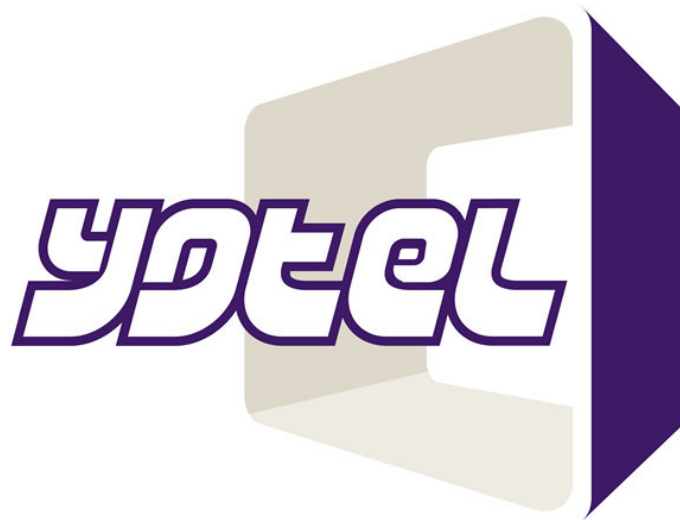
Mapic European Property Awards, Food Outlet
Category
YO! SUSHI
1999 Finalist

Retail Interiors Awards, Food & Supermarket
Design
YO! Sushi
2001 Winner

Hospitality Solutions Best Web Site
YO SUSHI
1999 Winner

Retail Interiors Awards, Store Design of the Year
YO! Sushi
2001 Finalist

Design Week Best Restaurants, Bars and Clubs
Award for Best Restaurant
YO! Sushi, Poland Street
1998 Winner



YOTEL is a revolutionary hotel concept that is creating a stir across the global hospitality industry with its innovative design enabling it to offer luxury at affordable prices. YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded into first-class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin which Gerard Greene evolved into today's reality.

Following a major investment by Kuwait-based IFA Hotels & Resorts, YOTEL celebrated a world first when it opened its initial two sites *inside* the terminal buildings of London's Heathrow and Gatwick airports in 2007. London Heathrow is a 32-cabin site within Terminal 4 and London Gatwick a 46-cabin site in the South Terminal building. Amsterdam Schiphol airport opens September 2008 and international locations both at travel hubs and city centres are already under negotiation and will be announced shortly.

Simon Woodroffe is the creator of worldwide restaurant phenomenon YO! Sushi and is a well-known entrepreneur from the UK following a stint as an original "Dragon" on the popular UK BBC2 television series Dragons' Den whereby aspiring entrepreneurs vie for support from established business people.

Gerard Greene CEO YOTEL says: "With YOTEL, we want to shake things up in the travel industry. It is all about thinking outside the box and creating a value-for-money proposition that still offers great design, functionality and excites the consumer. YOTEL will be the iPod of the hotel industry."

About YOTEL

With the signature YO! formula of marrying innovation and entertainment, the YOTEL concept uses the language of airline travel and offers a business class experience. Originally conceived by designers Priestman Goode, who have helped Airbus define the interior of the double deck aircraft of the future, the 'cabins' are 7 and 10m² and feature double beds with luxury bedding, techno walls, sophisticated "mood" lighting, work desks, monsoon shower, flat screen TV, a choice of on-demand movies, wi-fi access and 24 hour in cabin service.

Cabins can be booked online from four hours enabling delayed and transfer passengers to relax in a private space. In addition, passengers leaving on those early morning flights can stay the night before to catch some sleep in the morning and check in online from the comfort of their rooms safe in the knowledge that they are just a casual stroll for their next morning's departure. Automated check in and check out does away with the need for customers to stand in frustrating queues at the reception counter in the mornings. Early arriving passengers may also check-in for a few hours before going to a meeting.

However, the real innovation of YOTEL is its windows, which face onto the corridor creating a "street", while at the same time allowing for complete light and sound privacy as the customer wishes. This will allow YOTEL to open in tricky central city locations, airports, rail hubs and even underground. Reduced land costs add to YOTEL's ability to provide affordable prices. Prices for a Standard cabin start from £25GBP and Premium cabins from £40 GBP.



A place where health and hedonism meet - YO! Zone promises to be the world's most contemporary space to relax, chill out, and stimulate your senses.

However, YO! Zone is a spa with a difference. It's inspired more by the ancient bathing cultures of Japan, Scandinavia and

Turkey than the modern-day spa concept as we know it. The point of these bathing rituals was purification, rejuvenation, detoxing and re-charging - all of which are highly appropriate for our lives today.

In a mix which is part spa, part café, part bar and part nightclub, YO! Zone creates a place where guests can socialise and revitalise in amazing surroundings. It's a communal experience where steam and heat are the medium of social bonding.

A place where all are equal, YO! Zone will develop a vibrant community of regulars who chat and swap gossip, news and health tips. It's a place for people who want to relax and have fun but don't want to fork out half their week's salary on some unpronounceable spa treatment. YO! Zone's clearly stated aims include making this experience part of everyday life rather than an occasional indulgence.

YO! founder Simon Woodroffe says, "it's clear the spa world is long overdue for a shake-up", and he is applying his unrelenting focus on the customer experience to again demonstrate his uncanny ability to redefine a category. There's no doubt that YO! Zone will be full of surprises.

Woodroffe says, "imagine if, instead of a solemn, elitist, library-like atmosphere, there was a DJ playing clubby chillout tunes, with spa-goers rocking to the music. And consider the revolutionary idea that alongside guilt-assuaging wheat-grass and virtuous smoothies, you could - if the mood so took you - order a lychee martini or prickly-pear margarita to sip as you dip!"

YO! Zone will offer an affordable, accessible and refreshingly unpretentious experience, reflecting the view that the worlds of wellness and hedonism shouldn't be so sharply delineated. This modern take on wellness is gathering momentum and Simon feels the timing is perfect and he is currently negotiating for a landmark property in London as YO! Zone's first site.