

NEWS RELEASE

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**HIP SAN DIEGO SUSHI RESTAURANT SELECTS BLUEMOTIF ARCHITECTURE
TO DESIGN ITS NEW NORTH COUNTY LOCATION**

SAN DIEGO, CA, Nov 27, 2007 -- Harney Sushi, the wildly popular Old Town sushi bar and restaurant, has selected Bluemotif Architecture to design its new Oceanside location, scheduled to be completed in April of 2008. Harney Sushi Oceanside will operate as the restaurant group's second location and will be located just three blocks from the beach in the brand new Oceanside Terraces Complex at 301 Mission Avenue. The 3,500 square foot sushi restaurant and bar is planned to take inspiration from the ultra hip vibe of its Old Town original while also highlighting the raw, natural features and clean lines of the new, more modern Oceanside space. "Green" elements are planned to be incorporated into the restaurant design as well with the use of select sustainable and environmentally conscious materials.

Bluemotif will provide complete architectural space planning and design, interior design and construction administration for the project. The firm has extensive experience with restaurant design and boasts an impressive portfolio that includes notable area projects such as The Guild Restaurant+Lounge, Hepburn's Tin Fish Bar, eight Organic To Go cafés throughout Southern California and the soon to be completed Cowboy Star.

"Sushi is beautiful because of its raw simplicity, freshness and vibrant but select color palette. The architectural design Bluemotif will provide for our new location will also reflect these aesthetic qualities," said Dustin Summerville, owner of Harney Sushi.

"We are very excited to be selected to work on the new Harney Sushi Oceanside. While drawing inspiration from the original Old Town location and taking advantage of the modern but raw elements of the Oceanside space, the project offers us a wonderful opportunity to utilize an organic palette and feng shui principals in combination with clean, urban design to create a dining destination that's hip and happening as well as sophisticated and elegant," said Matthew Ellis, Bluemotif Architecture founder.

"Bluemotif identifies with our key business values, design philosophies and environmental concerns," adds Summerville. "We admire and respect their work and creativity so our planning discussions have been inspired.

With Bluemotif and our team's combined talents, Harney Sushi Oceanside will be a world-class sushi restaurant offering a timeless experience and built looking towards a "green" future through the use of sustainable resources."

About Bluemotif Architecture:

Founded in 2002 by award-winning architect Matthew Ellis, Bluemotif is a San Diego-based architecture firm that has established itself at the forefront of high-end custom restaurant design. As a leading innovator and practitioner of sustainable design in San Diego as well, Bluemotif was most recently awarded the San Diego Gas & Electric "Energy Efficiency Integration Award" and a Citation award by the San Diego Chapter of The American Institute of Architects (AIA) at its 2007 Design Awards for the firm's use of green building concepts and materials on the Barrio Logan Design Guild (B.L.D.G), a mixed use commercial space that houses The Guild Restaurant+Lounge, a fabrication shop and office space. Bluemotif strives to incorporate sustainable design practices into each of its projects. For more information about Bluemotif and its current and past projects, visit www.bluemotifarchitecture.com.

About Harney Sushi:

Harney Sushi opened in Old Town, San Diego in 2000 and has since become recognized as one of the top sushi restaurants in the area. Voted Best Sushi for 2007 by both Channel 10's A-list and San Diego CityBeat magazine's Best of Readers Poll, Harney is a unique dining destination that creatively combines experimentation with celebration and fine dining service with beaming personalities and style to create what it calls its "funk shui". Featuring DJ's until midnight, San Diego's only sake bar with 40 of Japan's best sakes, over 25 award-winning paired wines by the glass, a private VIP booth and 35 imaginative specialty rolls invented by loyalists and the restaurant's best chefs, Harney Sushi provides a distinct experience and aesthetic that sets it apart as truly progressive among the mere imitators. Harney Sushi's second location is set to open in early 2008 in San Diego's North County. For more information about Harney Sushi, visit the www.harneysushi.com.

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