How Do You Roll? Press Release

For Immediate Release

**How Do You Roll? furthers the betterment revolution**

Austin, Texas (September 9, 2013)—How Do You Roll? has partnered with Lifestyle Revolutions, personal training and nutrition gurus, to further the company’s mission to make the world better. Stephen and Julienne Colon of Lifestyle Revolutions will be writing blogs, providing nutritional analysis and collaborating with the How Do You Roll? team for events.

“When people ask what we do, we simply tell them, ‘We help people,’” Stephen said.  “We are excited to be a part of helping people live better, be better, and strive for a healthier lifestyle by partnering with How Do You Roll?”

When How Do You Roll? opened its doors in Austin in 2008, the company set out to provide a healthy alternative to fast food. Since then, How Do You Roll? has focused on empowering customers to eat better, feel better and live better. In 2012, the company launched the “Better You, By You” campaign, highlighting customer experiences with the brand.

“We hope to be more than the custom sushi shop,” said Brittany McGee, How Do You Roll? marketing director. “We really want to encourage our customers to better themselves and living a healthy lifestyle is one of many ways they can do that.”

How Do You Roll? offers a variety of menu items under 500 calories including its signature 3 Alarm roll. For the sushi shy, How Do You Roll? also offers a variety of featured salads and the option to create-your-own salad.

**About How Do You Roll?**  
Founded in Austin, Texas, by brothers Yuen and Peter Yung, How Do You Roll? is an Asian restaurant franchise that began in 2008.  How Do You Roll? leads the sushi revolution as the first build-your-own-roll, fast-casual restaurant with 11 locations nationwide. How Do You Roll? prides itself on furthering cultural fusion, encouraging consumer creativity and offering a variety of healthy foods.

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