



Serving Great Pizza From Our Family To Yours

NEWS RELEASE

For Immediate Release

Contact: Malea Barron
GS&F
(615) 385-1100
mbarron@gsandf.com

Hunt Brothers® Pizza Introduces New Wings Program to Complement Pizza

Hunt Brothers™ Wings Strengthens Brand

NASHVILLE, TENN. (August 26, 2009) – Hunt Brothers® Pizza recently announced its newest program -- Hunt Brothers™ Wings, the perfect complement to the company's well-known core pizza product. The latest addition to the Hunt Brothers family started hitting stores in June, and the wings are already increasing sales of Hunt Brothers Pizza.

“Pizza will always be the core of our company, but the addition of Hunt Brothers Wings gives customers a new taste to enjoy with their pizza,” said Scott Hunt, chief executive officer of Hunt Brothers Pizza. “The addition of wings further strengthens our brand as it broadens our customer base and offers even more variety to the Hunt Brothers menu.”

The wings, which come in both Southern Style and Hot ‘n Spicy flavors, are now available at more than 1,500 Hunt Brothers locations.

The new wings will also be showcased at this year's 2009 NACS® Show in Las Vegas, Nev., in October. For additional information about the Hunt Brothers Pizza NACS Show booth, visit NACS Connect at <http://nacsconnect.bdmetrics.com> and search for Hunt Brothers Pizza.

About Hunt Brothers Pizza:

The four Hunt Brothers—Don, Lonnie, Jim and Charlie—have been in the pizza business since 1962 and in business together since 1990. Hunt Brothers Pizza is the largest distributor of fresh dough pizza to the convenience store market, with more than 6,000 locations in 28 states.

The Hunt Brothers Pizza program offers a complete turnkey operation for convenience stores, and all of the equipment and training the storeowner needs to be successful in the pizza business. The store is serviced weekly by Hunt Brothers Pizza team members, who deliver product in company-owned trucks. In addition to delivery, service includes rotating product, training employees, displaying marketing materials, and support in business development. The Hunt Brothers Pizza product line encompasses all day parts—including the company's 12" pizza, its Thin Crust pizza and their distinctive 12" breakfast pizza, all with Hunt Brothers Pizza's signature promise of “All Toppings No Extra Charge®.” For more information about Hunt Brothers Pizza, please visit www.huntbrotherspizza.com or call toll-free (800) 453-3675.

###