



Serving Great Pizza From Our Family To Yours

## NEWS RELEASE

**For Immediate Release**

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### **2009 NACS Show Success for Hunt Brothers® Pizza** *Show Sees Increased Attendance Overall*

**NASHVILLE, TENN. (Nov. 10, 2009)** – This year’s NACS® Show was a success for both Hunt Brothers® Pizza and the event itself, providing increased exposure for the Hunt Brothers brand. With a six percent increase in attendees compared to last year’s show, a total of 22,524 representatives of the global convenience and petroleum retailing industry were in attendance.

The NACS Show ran from October 20 to 23 at the Las Vegas Convention Center, and the No. 44 Hunt Brothers Pizza Dodge Charger was in the Hunt Brothers booth all week. On Wednesday, October 21, Richard Petty was in the booth promoting the Hunt Brothers brand and the NASCAR Sprint Cup Series partnership between Hunt Brothers Pizza and Richard Petty Motorsports.

Petty’s autograph signing drove traffic to the booth where the new Hunt Brothers Wings made a debut. As a perfect complement to any Hunt Brothers meal, the wings resonated with potential customers. The brand also garnered online media hits from on-site interviews with trade reporters.

“The NACS Show is a perfect place for Hunt Brothers to connect with current and potential customers,” said Scott Hunt, CEO of Hunt Brothers Pizza. “It allows us to showcase our products and our value as a brand. With the addition of wings to our menu, we were able to spread the word at the event.”

The Hunt Brothers team members are already looking forward to next year’s show, which will take place October 5 to 8 at the Georgia World Congress Center.

#### **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 the signature promise of “All Toppings No Extra Charge®.” In 2009, the company expanded its menu to include Hunt Brothers™ Wings, which come in Southern Style and Hot ’n Spicy flavors. For additional information about Hunt Brothers Pizza, please visit [www.huntbrotherspizza.com](http://www.huntbrotherspizza.com) or call toll-free (800) 453-3675.

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