

Hunt Brothers® Pizza Introduces New Pizza Shoppe

New Look, Size Produces More Store Sales and Profits with More Efficiency

NASHVILLE, TENN, October 17, 2007----Hunt Brothers® Pizza, the largest distributor of a branded pizza program for convenience store industry, is introducing its newly designed and upgraded Pizza Shoppe that's designed to increase store appeal, build sales and improve ergonomics while further enhancing a store's return on investment.

The new Pizza Shoppe design creates an in-store destination that produces higher sales. It incorporates enhanced graphics and a new structure to better showcase the company's products, programs and services to pizza customers at the over 6000 locations that carry the Hunt Brothers® Pizza. The enhanced graphics magnify the company's marketing strengths and product variety and the new size and configuration actually increase the work space and storage space. The pizza shoppe comes in four designs with custom capabilities, enabling the company to accommodate most stores' space limitations.

Britt Hunt, senior executive of Hunt Brothers® Pizza, LLC, said the new image counter is a further means of helping its customers be more successful by strengthening their in-store marketing. "The pizza shoppe has evolved in several stages over the years, but we have always approached each new design in this evolution with two goals: to increase our customer's pizza sales and to provide the most efficient operation so storeowners can better manage labor costs and deliver faster service. This new version accomplishes this while giving the storeowner a more attractive design inside their store. We are pleased with the look and the initial response to the counter and look forward to helping our customer attain higher profits through our turnkey pizza operation."

Hunt also said that the Pizza Shoppe is being offered to all new customers, and that a refresh package is being offered to existing storeowners to enable them to keep pace in the competitive food service industry.

Hunt Brothers® Pizza offers a comprehensive pizza program to convenience store owners in 26 states. The product line, which encompasses all dayparts includes the company's 12" pizza, its Thin Crust pizza and their distinctive 12" breakfast pizza. All pizzas are delivered using the Hunt Brothers® direct store distribution and are sold in either whole pizzas or the company's 'Hunk 'a Pizza®', which is one-quarter of a whole pizza. All come with Hunt Brothers® Pizza's signature promise of "All Toppings No Extra Charge®."

Hunt Brothers® Pizza was established by four brothers -- Charlie, Lonnie, Jim and Don Hunt—who have been in the retail and wholesale pizza business since 1962. In 1990, the Hunt Brothers began distributing their original fresh dough pizza under the Buffet Style Pizza™ name before changing the name to Hunt Brothers® Pizza in 2004. In addition to the pizza and toppings, the company also sells and distributes all the equipment necessary to make the pizza, from their proprietary conveyor style oven to a compact pizza shoppe with everything a convenience store owner needs to get started in the pizza business.

Under the Hunt Brothers® Pizza business model, convenience stores purchase the company's proprietary equipment and pizza makings. Store employees are then trained to prepare and cook pizza the Hunt Brothers® way. 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 stores do not pay franchise fees or royalties.