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# PRESS RELEASE



For Immediate Release

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**Simple Simon's Pizza announces CheeZies Pizza: The simple retail pizza operation**

Simple Simon's Pizza, the highly successful pizza retail operation with over 230 locations in 10 states, has developed a new pizza franchise: CheeZies Pizza.

CheeZies Pizza is a simple retail pizza operation. CheeZies Pizza was created from a need for quality, low-cost products in rapidly growing diverse communities. By targeting these communities, Cheezies Pizza has created a unique opportunity by:

- Keeping it simple by focusing on the peak purchasing hours
- Keeping it simple by providing carry-out only service to minimize employee overhead
- Keeping it simple by offering one-size pizza and one crust to reduce inventory and increase production efficiency
- Keeping it simple by creating value offered by a streamlined operation and a competitive product at a budget-friendly investment
- Keeping it simple by creating value for the consumer by offering \$4.99 large one-topping pizzas.

This incredible simple marketing structure is possible because CheeZies Pizza uses the successful philosophy of Simple Simon's Pizza. This relationship empowers CheeZies Pizza owners to deliver a quality product at an extremely competitive price and expand profit margins by simplifying inventory, minimizing staff, reducing overhead, and streamlining management involvement.

For more questions or comments please contact Joe Little or Dustin Jones at Simple Simon's Pizza Corporate Office at 918-496-1272.

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