PRESS RELEASE

Papa Murphy's®
TAKE 'N' BAKE PIZZA

FOR IMMEDIATE RELEASE

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Press
Larger Large ~~Pizza~~ Event

Local news celebrities will be donning chef hats and tossing the dough to create their version of a Papa Murphy's Larger Large Pizza on Tuesday, June 1 between 12 noon and 1:30 p.m. at the Selway Room in the Double Tree Downtowner Hotel in Boise.

Cheered on by a hungry crowd, Larry Gebert, KTVB Ch. 7 News, Brad Lamm, KBCI Ch. 2 News, and Steve Lebenthal, KIVI Ch. 6 News and Rot Wyler will each try to create a larger large pizza that still fits in a conventional oven. If each pizza made can fit into an oven, then Papa Murphy's will increase its community involvement in the area by making weekly donations to the Salvation Army and Valley Crisis Center in Nampa and to the Women's Crisis Center in Boise.

Of course their pizza creations won't compare to the new Larger Large Pizza being test marketed at Treasure Valley Papa Murphy's Take & Bake Pizza franchises beginning June 1. At 16 ¼ inches in diameter, it's a third larger than other pizza companies' Extra Large and Giant sizes. A Larger Large Pepperoni Pizza boasts a whopping 100 slices of pepperoni and one whole pound of cheese. Yet it still fits in a conventional oven. Who says you can't dream big?

Northwest based Papa Murphy's is small compared to the more well known pizza companies across the country. "We feel our Larger Large Take and Bake pizza gives consumers one more additional reason to select Papa Murphy's over the bigger national pizza chains. Papa Murphy's is a small chain when compared to the other more well known pizza companies. The Larger Large enhances our position to compete even stronger with our bigger competitors," mentioned company president, Tom Morrell.

Boise was chosen as one of three test markets for the new pizza because of the number of stores in the Treasure Valley area (10) and because so many residents enjoy the convenience of baking Papa Murphy's fresh pizzas in their own ovens.

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