

International Expansion: Extreme Pizza Expands in Ireland

Extreme Pizza, the leading purveyor of innovative pizzas, monster subs and salads today announced that it has finalized a deal for a new Dublin, Ireland store location.

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PRESS RELEASE: San Francisco, CA - June 1, 2009 - Extreme Pizza, the leading purveyor of innovative pizzas, monster subs and salads today announced that it has finalized a deal for a new Dublin, Ireland store location. With a grand opening set for the fall of 2009, Extreme Pizza gears up to bring its core philosophy "Extreme. Not mainstream." Overseas, along with its fresh ideas about how pizza should be experienced.

"Expanding our international presence is the natural progression for Extreme Pizza because demand for our high quality food and unique Western restaurant experience has grown considerably," says Jim Ryan, SVP of Extreme Pizza. "International entrepreneurs are constantly looking to introduce new concepts in their marketplace and our business model is a successful way to do that."

Extreme Pizza currently has 40 locations in the United States, as well as an already established location in Kilkenny, Ireland. Customers at this casual quick restaurant can experience delicious pizzas and other food fare, prepared fresh daily. Homemade sauces, locally grown vegetables, all-natural cheeses and the highest quality meats available, make the menu offering irresistible. With more than 44 premium toppings to choose from, customers can create over one million pizza combinations.

Please be sure to visit our website www.extremepizza.com and check out the latest promotions and coupons available in your area. Home and office delivery are available at all locations for everything on the menu, everyday of the week. Online ordering is also available for your convenience.

About Extreme Pizza

Extreme Pizza is the leading purveyor of specialty pizzas, subs and gigantic salads. Founded in San Francisco in 1994, the company boasts 9 corporate locations and 32 nationwide franchises, as well as international. Extreme Pizza is committed to providing our customers with high quality food products available for in-store dining, take-out and delivery. Extreme. Not mainstream.

