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FOR IMMEDIATE RELEASE

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Pieology Pizzeria Reports 2014 a Banner Year in Growth and Volume

Expansion Continues with Eight Southern California Locations to Open by April

RANCHO SANTA MARGARITA, California– Pieology Pizzeria, where pizza lovers go to create custom pizzas in endless flavor combinations, has reported 2014 a banner year with substantial corporate and franchise growth, now totaling 42 locations nationwide. Pieology is ringing in 2015 with eight new locations throughout Southern California to open by April. With no signs of slowing down, Pieology is set to open a total of 110 restaurants by the end of the year with commitments for 500. Remaining steadfast to the company’s approach of fostering strategic and sustained growth, Pieology has proved to be a leader in the booming custom pizza category, reporting the highest average unit volume per store versus its competitors.

“We are thrilled to bring the unique Pieology experience to new guests across the country,” said Pieology President Bob Baker. “While many competitors are focused on rapid expansion, Pieology is carefully selecting experienced franchise partners who embrace the company’s vision, are committed to the communities they serve and have a proven track record of franchise success.”

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts. Guests first select from seven base signature sauces, moving down the line to choose from nearly 30 fresh and flavorful meats, cheeses, vegetables, herbs, and spices. The custom pizzas are then stone oven fired to perfection in under three minutes. To finish, guests have the option to add after-bake “Flavor Blast” sauces, including fiery buffalo, pesto and BBQ, to create their own unique masterpiece. Each custom pizza with unlimited toppings is always \$8.00 or less. Pieology also offers gluten-free crust and a selection of seven signature pizzas, which can be customized upon request.

The eight Southern California Pieology locations to open by April are: Culver City, Westlake Village, Korea Town, La Mirada, Whittier, Carlsbad, Cerritos and Monrovia. All locations will feature an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms.

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About Pieology Pizzeria

Using only the freshest ingredients along with signature sauces and crusts, award-winning Pieology Pizzeria offers hand-crafted, personally-inspired pizzas in unlimited flavor combinations that are stone oven fired in under three minutes. Founded in 2011 by Carl Chang, Pieology is the true “pie-oneer” in the fast casual custom pizza sector, evolving from the simple idea to turn America’s most crave-able food into an affordable and interactive experience. The mission of Pieology Pizzeria is to inspire individual creativity in a positive atmosphere where guests can gather with family and friends, while enjoying their delicious pizza creations. Along with providing great food and a memorable dining experience, Pieology is committed to making a positive difference in the communities it serves, one pie at a time. Pieology is on schedule to open 110 restaurants by the end of 2015, with commitments for 500. For more information, visit www.pieology.com, and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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