



FOR IMMEDIATE RELEASE

March 31, 2011

MOD PIZZA ANNOUNCES FOURTH LOCATION

New Brand Poised for Growth; Owners See Large Market Opportunity

SEATTLE, WA – MOD Pizza announced that their fourth location will open Saturday, April 2, 2011. The new store is in Seattle's Capitol Hill neighborhood at 519 Broadway East, Seattle, WA 98102. As with all MOD Pizza locations, the Capitol Hill site is designed with the community and customers in mind, blending with the unique personalities of each neighborhood they serve. This new location marks the fourth store opened by MOD Pizza in just over two years – a growth plan that has been carefully orchestrated to test markets with different demographics including downtown, suburban, university and now a dense urban area. Based on the company's early success, and with the lessons learned from each market, MOD Pizza has begun to develop a second phase growth plan.

The MOD concept was conceived in Seattle by a group of notable local entrepreneurs known for building a number of successful and innovative brands that were inspired by their passions. Founders Scott and Ally Svenson started Seattle Coffee Company in London in 1995, growing the brand from 3 to 65 stores in less than 24 months – while introducing England to the world of made-to-order espresso drinks and the coffee bar culture. In 1998 Seattle Coffee Company was acquired by Starbucks Coffee Company as their entry into the European market. Scott Svenson remained on as President of Starbucks UK, and subsequently President of Starbucks Europe, during which time he authored the company's European Strategic Plan. Michael Klebeck, another successful local entrepreneur, played a key role in developing the MOD brand. As co-founder of Top Pot Doughnuts with his brother Mark, Michael helped introduce Seattle to hand-forged doughnuts, quickly developing a dedicated fan base while growing Top Pot to five Seattle area locations.

As the MOD brand has grown, they have enlisted a group of seasoned advisors who share their vision for growth. These advisors include: Lindsey Schwartz (President and Chief Executive Officer of Schwartz Brothers Restaurants), Adam Brotman (Vice President Digital Ventures, Starbucks), Jim Alling (Chief Operating Officer T-Mobile, formerly President of U.S and International Operations of Starbucks) and Paul Twohig (Chief Operating Officer at Dunkin' Donuts, formerly Sr. VP Retail Operations, Starbucks and Chief Operating Officer of Panera Bread). Twohig, who was with Starbucks during their acquisition of Seattle Coffee Company, reflects the excitement among the board, "Personally, I see many parallels between the growth of MOD and what I saw with Seattle Coffee Company. We all feel this is an exciting opportunity and are working hard to prepare and execute a thoughtful but rapid growth plan. We feel the market is ready for this concept."

The MOD Pizza concept is unique in its combination of thin crust, artisan-style pizza that is made-to-order and delivered 'fast' in a stylized environment – all at an incredibly affordable price. Co-founder Ally Svenson explains, "Our experience traveling in Italy never failed to inspire. There seemed to be amazing thin crust pizza on every corner. It was fresh, cooked to perfection and surprisingly cheap – their version of fast food. In the U.S. we could only get this in a sit down restaurant. There is a real niche clamoring for inexpensive food that is cooked to order and still reasonably priced. Chipotle has done a great job tapping into this niche with Mexican fare. We look forward to doing the same with our artisan, affordable pizzas." In addition, she notes, "Our four very different locations have shown that this concept appeals to a broad demographic. We tested markets in a similar fashion in the UK during the growth of Seattle Coffee Company and as each store succeeded, we realized that we had a sustainable business model."

About MOD Pizza

MOD's individual thin crust pizzas are all made on demand, using their signature hand-made dough and red sauce, both of which are made fresh daily. Customers can choose from a menu with inventive selections such as the Caspian (mozzarella, gorgonzola, barbeque chicken, barbeque sauce, sliced red onions) and Lucy Sunshine (mozzarella, parmesan, artichokes, garlic, with dollops of their signature red sauce), or create their own pizza, choosing from more than 20 toppings. Regardless of what toppings you choose, all pizzas are the same price (\$6.28) and are individually ordered, prepared and cooked in 800 degree display ovens while you wait. MOD has also added a selection of salads to the menu along with draft beer. Sodas, wine, pizza knots and old fashioned Ding Dongs round out the popular menu. Music is a huge part of the MOD experience. On the company website, MOD Music allows customers the ability to listen, in real time, to the customized play list while it broadcasts simultaneously in each store. Created by the owners, the music and features The Jam, The Who, The Clash, and other bands that represent that style of music made popular by the MOD movement of the 60's.

MOD LOCATIONS:

Downtown Seattle: 1302 6th Avenue, Seattle, WA 98101

Bellevue: 317 Bellevue Way NE, Bellevue, WA 98004

University District : 1414 NE 42nd St, Seattle, WA 98105

Capitol Hill: 519 Broadway Avenue East, Seattle, WA 98102

Open Mon – Sat 10:30am-7pm (closed Sunday)

Open Sun-Thurs 11am-10pm, Fri & Sat. 11am - 11pm

Open Mon- Thurs 11am–10pm, Fri & Sat 11am-11pm,
Sunday 11am-9pm

Open Sun-Thurs 11am-10pm, Fri & Sat and 11am-11pm

www.modpizza.com

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