

Emerging Restaurant Chain Extreme Pizza Opens in Dublin, Calif.

Extreme Pizza, the leading purveyor in gourmet pizzas, subs and salads announces the opening of its latest store in Dublin, CA.

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PRESS RELEASE: Dublin, California - May 11, 2008 - Extreme Pizza, the leading purveyor in gourmet pizzas, subs and salads announces the opening of its latest store in Dublin, CA. Extreme Pizza is a one-of-kind restaurant experience that delivers delicious pizzas and other food fare, prepared fresh daily. Homemade sauces, locally grown vegetables, all-natural cheeses and the highest quality meats available, make their menu offering irresistible. With more than 44 premium toppings to choose from, customers can create over one million pizza combinations.

"We are very excited to be opening Extreme Pizza in Dublin! Being a local of Dublin, I plan on being a big part of our community as well as an active part of the Pleasanton community," says franchise owner, Greg Sklavos. "I encourage schools, church groups and other fund raising groups to contact me on ways that we can help raise money in our community. Drop in for a slice and say hello. I love to meet and greet all my guests and create a comfortable, part of the family type environment."

Extreme Pizza is known for its innovative pizza combinations and its core philosophy: Extreme. Not mainstream. The company evolved from a love of "extreme" sports and the theme of their stores is exactly that. Photos of surfers, bikers, skiers, skateboarders and more such athletes "getting extreme" adorn the walls of each location. So while you're enjoying signature pizzas such as Adrenaline Rush, The Boar'der and Everest you'll be happy to know that you're pushing the limits of extremely delicious eating.

"Extreme Pizza has all of the key components for a successful business - a high quality product, top-rated customer satisfaction, passionate employees and community involvement," says Jimmy Ryan, SVP of Business Development for Extreme Pizza. "We are confident that this location will thrive well beyond expectations and become a valuable part of the Dublin, CA neighborhood."

Guests at this casual quick restaurant can order at the counter, pick up their drinks and take a seat. The food is made fresh-to-order and served hot from the oven to the table. Home and office delivery is also available at all locations for everything on the menu, everyday of the week.

Extreme Pizza is located at 6599 Dublin Boulevard, Suite G in the Shops at Tralee Center, in Dublin, CA. Hours of operation are Sunday through Thursday from 11am to

10pm and Friday and Saturday from 11am to 11pm. Call for delivery at 925-833-2400. Please be sure to visit our website www.extremepizza.com and check out the latest promotions and coupons available in your area. 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 7 corporate locations and 33 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.