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## **Blaze Pizza Hires Carlyne Canady as Vice President of Franchise Sales**

*Former Buffalo Wild Wings Director of Franchise Sales Joins Blaze Pizza Team*

November 5, 2012 – Pasadena, Calif. – Blaze Pizza, a pioneer in the fast-casual artisan pizza category, today announced the appointment of Carlyne Canady as Vice President of Franchise Sales. In this role, Canady is responsible for franchise recruitment and developing and implementing expansion plans, including bringing Blaze Pizza franchises to major markets such as Los Angeles, Boston, Miami and San Francisco.

Prior to joining Blaze Pizza, Canady served as Director of Franchise Sales for Buffalo Wild Wings, Inc., a position she held from March 2007 until October 2012. In that role, Canady oversaw all aspects of the company's franchise sales and development, and under her leadership, created more than 280 new franchise and development agreements. Canady has also been recognized as a Certified Franchise Executive (CFE) by the Institute of Certified Franchise Executives, the academic branch of the International Franchise Association.

"We're thrilled to have Carlyne on the Blaze Pizza team," said Elise Wetzel, president of Blaze Pizza. "Carlyne played a key role in Buffalo Wild Wings' rapid growth and expansion, and we're looking forward to her experience and leadership, in achieving similar results for Blaze Pizza."

Along with Canady's franchise expertise, Blaze Pizza, a creation of Elise and Rick Wetzel (founder of Wetzel's Pretzels), draws on experience obtained from Wetzel's Pretzel's nationwide franchise success, with more than 250 locations across the country. Blaze Pizza is registered to franchise in 32 states and is looking to partner with experienced restaurant operators to support the company's expansion efforts.

### **About Blaze Pizza**

A creation of Elise and Rick Wetzel (founder of Wetzel's Pretzels) and backed by investors including Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner, Blaze Pizza features the talents of Chef Bradford Kent of Olio Pizzeria & Café, who developed the dough and recipes exclusively for the company. Blaze Pizza plans to develop 15+ Southern California locations by the end of 2013, partnering with franchisees to grow the company nationally. To learn more, please visit [www.Blazepizza.com](http://www.Blazepizza.com) or [www.facebook.com/BlazePizza](http://www.facebook.com/BlazePizza).

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