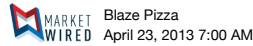


Blaze Fast-Fire'd Pizza Announces Expansion to New Jersey

Build-Your-Own Pizza Chain Grows Pipeline of Franchise Stores to 56 in Five States



PASADENA, CA--(Marketwired - Apr 23, 2013) - Blaze Fast-Fire'd Pizza, the leader in the fast-casual build-your-own pizza category, today announced that Green Brook, NJ-based AMPAL Group has signed an agreement to develop ten franchise stores in Central and Northern New Jersey. The first New Jersey restaurant is expected to open later this year in a location that has not yet been announced.

This most recent agreement brings Blaze Pizza's total number of franchise stores under development to 56 locations -- with several new restaurants planned to open this summer.

This new commitment will allow Blaze Pizza to make its 2013 debut in at least four new states outside of California, including New York, New Jersey, Connecticut and Wisconsin. Development agreements for additional cities and states around the country are being negotiated and are expected to be announced soon.

Blaze Pizza uses an assembly line format (similar to Chipotle Mexican Grill®) to create artisan pizzas at lightning fast speed -- all for about \$7.00. Each Blaze Pizza restaurant makes its own dough from scratch using a recipe that requires a 24-hour fermentation period to produce its signature light-as-air, crisp crust. Guests watch as each perfectly proofed dough ball is pressed into a generous 11-inch crust. Next, they travel down the assembly line to "co-create" a signature pizza or design one of their own -- with over 40 artisanal toppings to choose from. Pizzas are "fast-fire'd" in a blazing-hot oven and ready in a scant 120 seconds. Blaze Pizza's menu also features signature salads, fresh lemonades, craft beer & wine and house-made S'more Pies. For pizza fans with specific dietary needs, Blaze Pizza offers gluten-free dough and vegan cheese.

About Blaze Pizza

A creation of Elise and Rick Wetzel (founder of Wetzel's Pretzels), the concept is backed by investors including Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner, and includes the talents of highly acclaimed Executive Chef Bradford Kent. Blaze Pizza's seasoned executive team brings fast-casual and quick-serve restaurant experience from numerous concepts including Buffalo Wild Wings, Chipotle Mexican Grill, Panda Express, McDonalds, and Carl's Jr. The company, which Forbes.com named a "Hot New Restaurant Chain from an Established Brand," is register to sell franchises in all 50 states and is currently accepting applications to develop franchise stores across the country. For more information, please visit www.blazepizza.com or www.facebook.com/blazepizza.

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