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FOR IMMEDIATE RELEASE

The PizzaRev-olution Heats Up in Orange County

Build-Your-Own Pizza Concept to Open in La Habra on Thursday, January 15; Hosts Fundraiser for Angels RBI League

La Habra, CA, January 7, 2015 – To mark its second location into Orange Country, PizzaRev, a growing build-your-own artisanal pizza concept, will host a "Pizzas for a Purpose" fundraising event on Thursday, January 15 in La Habra. Guests are invited to "pay-what-they-want" for a custom-built, personal-sized pizza, with a suggested $8 contribution to benefit the Angels RBI League.

Angels RBI League is a collaboration between Angels Baseball, the Boys & Girls Clubs in Orange County and other youth development agencies. The league specifically supports underserved youth and provides them a comprehensive athletic experience at no cost. All pizza proceeds from the January 15, 2015 event will benefit the Angels RBI League.

"We are thrilled to introduce PizzaRev to Orange County and we're passionate supporters of youth sports and particularly baseball – so we jumped at the opportunity to bring the two together for our Grand Opening," said Ron Lieberman, franchise owner of the new PizzaRev – La Habra. "We've already received a warm welcome from the La Habra community and we can't wait to open our doors and start crafting!"

With the recent installation of PizzaRev's custom-built 9,600 pound open-flame stone-bed oven, La Habra guests will soon "Craft Their Own" artisanal-quality pizza and have it served piping hot in less than three minutes. The location sits conveniently at 1841 W. Imperial Hwy, Ste. B, La Habra, (Imperial Hwy & Beach Blvd., next to LA Fitness) and will be open every day of the week from 11:00 a.m. to 10:00 p.m.

To celebrate the opening of the new La Habra restaurant, PizzaRev has launched a free-to-enter sweepstakes where five lucky guests will win Free Pizza for a Year." Guests can fill out an entry form at the La Habra location or visit www.pizzarev.com/freepizza/lahabra. Full sweepstakes rules are available online.

PizzaRev – La Habra will also host a "Social Media Fan Appreciation Night" from 5:00pm to 10:00 pm on Sunday, January 18, 2015. Anyone who "Likes" or "Follows" PizzaRev on Facebook, Instagram, or Twitter and shows their like/follow status via phone or print-out at the register will receive a FREE PIZZA.

About PizzaRev

PizzaRev is a "build-your-own" fast-casual pizza concept that has reinvented the way America eats its favorite food. Guests are empowered to fully customize a personal-sized 11" pizza for one price. Homemade dough options, flavorful sauces, delicious cheeses, and over 30+ fresh toppings, everything is on display at PizzaRev and assembled right before your eyes. The pizzas are then fired in a 900-degree, stone-hearth oven which produces a thin and crispy Roman-style pizza in just three minutes. Los Angeles-based PizzaRev was founded in 2012; the executive team possesses a combination of Fortune 500 operating experience and high-profile restaurant management.

PizzaRev is currently franchising and announced a strategic partnership with Buffalo Wild Wings in 2013. The company currently has 13 corporate restaurants and six franchise locations in operation, with additional franchises under

development across Washington, D.C. and 11 states: CA, CO, MN, MO, ND, NV, NY, OH, SD, TX and UT.

Visit www.PizzaRev.com for the latest company news and location information. You can also find PizzaRev on Facebook, Twitter, Google+, and Instagram.

About Crafty Pizza

Crafty Pizza, Inc. was founded in 2013 for the sole purpose of owning and operating multi-store PizzaRev restaurants throughout Orange County CA. Ron Lieberman, its President and CEO, has over 40 years of restaurant and hospitality design, development and operational experience. David Lieberman, its Vice-President of Development, has over 25 years of restaurant design, concept and development experience. Jay Lieberman, Vice-President of Business Affairs, has over 20 years of commercial real estate development and real estate legal experience. Crafty Pizza has partnered with Trifecta Management Group for restaurant operations.

About Trifecta Management Group

Founded in 2005, Trifecta Management Group (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 60 years of related experience and comprised the executive management team and the strategic, operational and development nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega. TMG is known for creating custom concepts and manages venues in Arizona, California, Florida, Kentucky, Minnesota, Nevada and Ohio.

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