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## **Pita Pit Moves Up on *Entrepreneur's* Franchise 500 List**

### ***2007 a high growth year for the Coeur d'Alene-based company***

COEUR D'ALENE, ID -- Pita Pit Inc. has moved up on *Entrepreneur Magazine's* 2008 ranking of the top franchises in the United States, jumping from No. 212 to No. 195 on the prestigious list.

After analyzing franchises that range from food service and retail companies to hotels and specialty supply stores, *Entrepreneur* annually names the top 500 U.S. franchises based on factors such as growth, stability, quality, and presence across the country.

"This ranking signifies the quality growth of The Pita Pit as one of the leading quick-casual restaurant franchises in the United States," said CEO Jack Riggs. "As we continue to expand, we will maintain our focus on being a high-quality franchisee support company, serving great food in a friendly environment."

Pita Pit Inc. opened 37 new stores in 2007, an increase from 26 new store openings in the previous calendar year. There are currently 148 Pita Pits in 37 states, with another 72 stores in development. The original Pita Pit concept was to locate on or near college campuses; however,

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the Coeur d'Alene, Idaho based company has expanded its target locations to include small and mid-sized market areas as well. While the fastest growth is taking place in the Western U.S., Texas, and Florida, overall interest in The Pita Pit concept continues to grow nationwide.

Other significant developments for Pita Pit USA in 2007 included the creation of a national marketing program, expansion of the franchisee training program and National Training Center, launch of a new breakfast menu, and hosting its first annual franchisee conference.

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**About Pita Pit USA:** ([www.pitapitusa.com](http://www.pitapitusa.com))

Founded in 1995 in Eastern Canada, The Pita Pit was created as a quick service restaurant with a new and unique approach. The Pita Pit was founded on the premise that people wanted a place that was healthy, fresh, and fast, with a friendly informal atmosphere and a varied and flavorful menu. They created a meal experience based on grilled meats, fresh vegetables, zesty sauces and a pita shell of their own design, folded in a unique way. Following this, they developed an operation to deliver it all in a convenient and efficient manner.

Franchising began in Canada in 1997, where there are now 112 locations, and in the USA in 1999. In April 2005, current Pita Pit USA CEO Jack Riggs, MD, and a team of investors purchased Pita Pit Inc. and have expanded it rapidly, opening over 80 new locations.