



Contact:

Christina Hatfield, Director of Marketing

christina@pitapitusa.com

P: 208-765-3326

C: 208-660-3523

FOR IMMEDIATE RELEASE: February 14, 2007

Pita Pit USA Debuts at 212 on 2007 *Entrepreneur's* Franchise 500 list

Pita Pit USA corporate office resides in Coeur d'Alene, Idaho

COEUR D'ALENE, ID--Pita Pit Inc has earned a ranking on *Entrepreneur's* 2007 Annual Franchise 500 issue. The rapidly expanding quick serve restaurant franchise, headquartered in Coeur d'Alene, debuted at 212 on the prestigious list. After researching and analyzing franchises ranging from food service to retail companies, automotive, hotels and pet supplies, *Entrepreneur* names the top 500 based on growth and presence in the United States.

The Pita Pit is headed by former Lieutenant Governor of Idaho Jack Riggs, MD. Riggs, and a group of investors, acquired the company in April of 2005 and have since expanded it rapidly, opening 49 new locations, with another 55 under development. Currently, there are 120 locations in 38 states around the U.S. "In addition to a good, healthy food product, our goal is to develop high quality franchises in high quality locations," said Riggs speaking about the direction and growth of the company. "We want to become a great franchisee support company, providing ample opportunities for success."

The downtown Coeur d'Alene location is currently undergoing a renovation as it transforms into the Pita Pit USA National Training Center. Upon reopening, the new and improved restaurant will continue to provide the popular pita sandwiches to the public, but will also serve as a model for all Pita Pits across the United States. The restaurant will re-open in mid-March.

-Continued-

The original Pita Pit model was to locate on or near college campuses, offering a fast, affordable, and healthy pita sandwich selection to compete with other fast food choices. However, recent growth has taken the Pita Pit into several different locations throughout the country. “As more and more of these college students graduated and continued on out into the workforce, it created a demand for further expansion into professional markets,” said Peter Riggs, VP of Development.

The Pita Pit motto is “fresh thinking – healthy eating,” featuring a menu based on grilled meats, fresh vegetables, zesty sauces, and a pita shell rolled into a unique and convenient package. Customers select their own toppings and sauces. And recently, a tasty breakfast menu served all day and fresh fruit smoothies have been added as options to the product line. For more information on the varied menu and franchising please visit www.pitapitusa.com.

###