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FOR IMMEDIATE RELEASE

Pita Pit USA and Muscular Dystrophy Association Team Up Nationwide!

Coeur d Alene, Idaho- Pita Pit USA and the Muscular Dystrophy Association have partnered for the “Shamrocks Against Dystrophy” program.

Participating Pita Pit locations around the country are selling the familiar green and gold shamrocks February 15-March 17. The money raised stays local to the community in which the funds were collected and goes toward families within that area battling neuromuscular diseases.

“We are proud of our partnership with MDA in working with communities nationwide to help find a cure for the 43 neuromuscular diseases that MDA covers. Pita Pit USA is a community-minded corporation and encourages our nationwide franchises to work hand in hand with MDA within their communities”, said Jack Riggs, MD, CEO of Pita Pit USA.

The Muscular Dystrophy Association is one of the world’s leading voluntary health agencies fostering research, education and medical care. The 180 MDA offices Nationwide work within local communities to combat neuromuscular diseases.

About Pita Pit USA: (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 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. As of February 26, 2008, there are 149 Pita Pit locations in 38 states.

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