

CICI'S PIZZA

5260 Corporate Dr.
Baton Rouge, LA 70808
Contact: John McClure
Phone: (225) 201-0611
Web site:

For Immediate Release

April 2003

Media Contact: Sanderson & Associates, Ltd.

Courtney or Kelly
Phone: (773) 252-3676
E-mail:

CICI'S PIZZA IS #1 WITH THEIR AFFORDABLE PRICES, PEOPLE-FRIENDLY ENVIRONMENT AND NEW IMAGE

*Improved food quality, additional menu items and a brand new store design
boost Cici's Pizza's image and sales*

(Baton Rouge, LA) --- After 15 years in the restaurant business, John McClure knows a good concept when he sees one. Cici's Pizza, the all-you-can-eat buffet featuring pizza, pasta, salad bar and dessert for just \$3.99 per person*, caters to families with their affordable prices and people-friendly environment.

"We take terrific pride in the fact that even though we're an inexpensive place to eat, we have a great product," McClure says. "And since the variety has gotten larger, we're able to give our guests more bang for their buck. You put all those ingredients together and I don't think you can go wrong."

McClure, 42, owns two Cici's franchises in the Baton Rouge, LA area. He opened his first store four years ago after holding many senior positions with the company, including manager, general manager, training manager and district manager in his ten-year tenure. With over 80 employees in his two locations, McClure prides himself on establishing long-term relationships with his crew and

meeting their changing needs. All five of his current managers started with him in an hourly position.

Originally from Dallas, TX, McClure worked for restaurants like Dave & Buster's and Friday's before he stumbled across Cici's. Burnt out of the restaurant business and amidst a career change, McClure found Cici's people-friendly concept and homemade product refreshingly different and unique.

"It was an opportunity to practice what I know, which is the hospitality industry," McClure says. "And Cici's really has something to offer families and the general public that most restaurants don't. We have value, we have terrific products and probably the most important thing - I get the chance to meet people and take care of them when they're hungry."

McClure says some of their most popular menu items in their buffet line are the spinach, barbecue and taco pizzas. And since the company recently instated a nationwide re-imaging program for all of their franchises, the new stores now have expanded salad and pasta bars, as well as new dessert items to choose from – all included in the price of the original buffet.

And just as McClure takes great pride in the quality and variety of the food, he also likes to show appreciation for each and every guest that walks into one of his restaurants.

"I have one guy that comes in and always orders up a loaded pizza– we call it the 'Super Deluxe Pizza,'" McClure says. "My cooks call it a 'Super' for short. This guy is such a likable guy, and he gets along with my crew so well, that they have dubbed him 'Superman.' He could be walking across the parking lot and my crew will see him coming and say, 'I need a 'Super' for 'Superman.' He's get his pizza going even before he's in the door."

McClure says he also tries to generate business by remaining active in the community. He frequently solicits schools, churches and sports teams to hold their field trips, meetings and trophy presentations at his restaurants.

"I support all kinds of civic organizations," he says. "I do lots of donations and discounts for disadvantaged groups. It's our little way of being apart of the community and giving something back."

McClure would like to open his third Baton Rouge location by the end of this year. In the next two years he plans on developing some of Baton Rouge's outlying suburbs, such as Gonzales, Denham Springs and Baker. He would like to grow to a total of six stores.

Currently there are 420 Cici's Pizza restaurants operating in 20 states. With sales of \$335 million for 2002, Cici's plans to open 50 new units per year over the next three years.

*The all-you-can-eat buffet is \$3.99 for adults, \$2.29 for children 3-10 and free for children under the age of 3. Beverages are \$1.09 for adults and .79 for children.