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PIZZA RUSTICA EXPANDS TO THE MIDDLE EAST ***Pizza Rustica signs Master Franchise Agreement with KIFCO***

Miami, FL. (September 13, 2012) — Miami Beach based Pizza Rustica, which serves fresh, top quality pizza, along with healthy salads and panini sandwiches, has signed an agreement with Kuwait International Franchise Company "KIFCO" to open Pizza Rustica units in the Middle East.

"We are very pleased to work with such a fine company as KIFCO and bring the Pizza Rustica experience to the Middle East," says Pino Piroso founder of Pizza Rustica. "We are confident our delicious, high quality pizza will be very well received in this new international market."

This is not Pizza Rustica's first international expansion. In 2008, Rustica opened the first of four outlets in Paris, France and last year opened a unit in Santo Domingo, Dominican Republic. Pizza Rustica looks forward to its growth and global expansion. Rustica was founded in the famous international travel destination of South Beach and has been serving countless customers from all over the world since 1996.

Pizza Rustica is best known for serving authentic "pizza a taglia" (by the slice) like those offered on the streets of Rome. Known for its iconic pizza display consisting of large pans of delicious rectangular pizzas with fresh, exceptional toppings and its hip atmosphere, Pizza Rustica is a unique dining experience. It is this distinctive brand, look and feel of Roman-style gourmet pizza by the slice that Rustica will bring to the Middle East.

To meet global demand, Pizza Rustica has plans for additional international expansion in the coming year. Pizza Rustica and KIFCO expect to open the first two units in Kuwait and Bahrain in the upcoming months.

About Pizza Rustica:

Headquartered in South Beach, Florida, Pizza Rustica is a successful pizza restaurant operating and franchising company. Founded in 1996, Pizza Rustica has 20 restaurants located throughout the world, most of them owned by independent franchisees. Among its many accolades, Pizza Rustica has been "Rated Excellent!" by Zagat, named "Best of Miami" by the Miami New Times, and featured in the New York Times, Food Network and E! Entertainment Television.

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