



## FOR IMMEDIATE RELEASE

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### **PIZZA RUSTICA SIGNS FIRST TWO LEASES IN THE MIDDLE EAST** *Pizza Rustica to open first two locations under Master Agreement*

Miami Beach, FL. (October 17, 2012) — Pizza Rustica has signed its first two leases under a Master Franchise Agreement to open Pizza Rustica units in the Middle East. Pizza Rustica, a beloved South Beach institution, serves fresh, top quality pizza, along with healthy salads and panini sandwiches.

The first new location will be in Bahrain in The Lagoon retail development in the heart of Amwaj Island [www.thelagoonbahrain.com](http://www.thelagoonbahrain.com). The second is in Kuwait in city of Sabah Al-Salem on the country's coast. The locations are expected to open in next few months.

"We have taken the first steps of our expansion into the Middle East," says Pino Piroso founder of Pizza Rustica. "We are so pleased to introduce our fresh, high quality pizza to these incredible new markets."

Pizza Rustica is best known for its iconic pizza display consisting of large pans of delicious rectangular pizzas with fresh, exceptional toppings. Rustica's famous "pizza a taglia" (by the slice), modeled after the pizza sold on the streets of Rome, has been recognized for years as the place to go for fresh, gourmet, affordable pizza.

Pizza Rustica has a world wide clientele and has plans for additional international expansion in the coming year.

### **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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