



Franchise Recognition Awards



LOCAL STORE MARKETING AWARD

Fargo, North Dakota

We are happy to present Troy Thomson, our multi-unit franchisee located in Fargo North Dakota, and Moorhead, Minnesota, as the winner of our Local Store Marketing Award.

Troy has over 20 years of restaurant management experience and when he was first brought into our system in 2006, he knew exactly what had to be done to rapidly expand into a chain of four locations: "Grassroots marketing, targeting the Fargo and Moorhead market with our brand in hand", says Troy.

Our "Fresh" and "Inspiring Healthier Living" tags was all Troy needed to pair up with the two largest fitness centers in the area; Courts Plus and YMCA. Members from both clubs receive a free bottle of water and a bag of chips with the purchase of any pita. Extreme Pita also reward's members of Courts Plus Walking Club with a free pita based on individual achievements.

Tournaments and days of awareness became saturated with marketing efforts. Troy co-sponsored North Dakota's largest racquetball tournament in March and will co-sponsor an Arthritis walk that has nearly 500 hundred participants this May. Troy and his team also teamed up with the three local universities to promote Breast Cancer Awareness and a community Health Fair. This one week event targeted 30,000 students and 90,000 residences in the community. In support of the event, Extreme Pita was mentioned in 60,000 event flyers, various public service announcements, and was prominently displayed on thousands of posters throughout the community and universities.

Strong Local Store Marketing also includes having a presence within area churches. Extreme Pita began a fundraising campaign for youth groups by approaching ministers and priests of various local churches. Announcements were made to the congregation to save their Extreme Pita receipts and to donate the receipts during each service. At the end of each month, the congregations would send the receipts to Extreme Pita and Troy would donate 10% of the net sale to that church's youth group. To date, this program has donated close to \$6,000 in product and over \$2,000 in monetary funds.

Catering and the school lunch program has been very successful for Troy and his team and has recently launched a monthly mailing to each business outlining his catering menu and program.

To help keep the Extreme Pita brand name top of mind, Troy produced small 3' x 2' roadside signs for each of his locations and wrapped his H3 Hummer with Extreme Pita graphics. The wrapped Hummer provides mobile exposure to motorists when delivering catering orders, and provides stationary exposure when parked outside of the locations closest to the road.

Troy Thomson's dedication to his community and the Extreme Pita brand can be credited for the success of the franchise group in Fargo, ND and Moorhead, MN.

Congratulations to Troy and his team and we wish you much success in 2009.

Fargo Flood Relief

The Red River Valley Flood in Fargo ND hit record levels the past few weeks. Volunteers and the National Guard throughout the USA came to Fargo's aid. Our three Extreme Pita locations in Fargo and our one location in Moorhead, Minn have donated over 1600 pitas to date to the many volunteers who have been sandbagging areas in the community. Troy Thomson, multi-unit franchisee, chose to close his four locations after 2:00 pm each day so that his Extreme Pita employees could help fight the flood relief efforts.

We would like to recognize Troy Thomson and his employees for their community minded efforts in contributing over 1600 Pita's for the hundreds of volunteers, and for providing the services of his employees to help battle the rising river. We also would like to recognize and thank some of our vendor partners who contributed free product and their time to our Extreme Pita's: Brakebush, Big Paper America, Connecticut Paper and 2020 ITS.



Local Store Marketing Award Winner: Troy Thomson