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NEWS RELEASE

For Immediate Release

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HUNT BROTHERS[®] PIZZA GRABS RACING VET ELLIOTT SADLER FOR 2010 NASCAR SEASON

Company Signs Sadler for Sprint Cup Series and Camping World Truck Series

NASHVILLE, TENN. (Feb. 2, 2010) – The 2010 NASCAR season isn't underway just yet, but Hunt Brothers[®] Pizza is already celebrating a huge win: the company just inked a deal to sponsor veteran driver Elliott Sadler in both the Sprint Cup Series and Camping World Truck Series!

This is Hunt Brothers Pizza's second year as the primary sponsor of a NASCAR racing team (www.hbpRacing.com) and its first with Sadler behind the wheel. Sadler is a three-time winner about to embark on his 12th season as a NASCAR Sprint Cup driver. He'll be flying around the track in the No. 19 Hunt Brothers Pizza Ford Fusion owned by Richard Petty Motorsports, a legendary name in auto racing. In addition, this year marks Sadler's debut at Daytona International Superspeedway with the Camping World Truck Series (CWTS). He will be driving Kevin Harvick Inc.'s No. 2 truck, also sponsored by Hunt Brothers Pizza, on February 12.

Sadler has been a long-time fan of Hunt Brothers Pizza (as his Twitter followers well know), long before the company became involved in NASCAR sponsorships. In fact, Sadler's family owns two Slip-In convenience stores in Virginia that offer hot, fresh Hunt Brothers Pizza to hungry customers. With more than 6,000 locations in 28 states, Hunt Brothers Pizza is the nation's largest distributor of made-to-order pizza in the convenience store industry.

"We couldn't be more excited to have a true Hunt Brothers Pizza fan behind the wheel for Hunt Brothers Pizza Racing," said Keith Solsvig, vice president of marketing for Hunt Brothers Pizza. "Elliott has a strong and devoted fan base, and we look forward to supporting him in what promises to be a thrilling season."

Hunt Brothers Pizza's involvement with NASCAR allows the company to connect with pizza lovers all across the country and to host a wide variety of promotional activities that are specifically designed to drive consumers into convenience stores nationwide. Opportunities include in-store contests and marketing, on-track giveaways and promotions, and special events featuring personal appearances by Elliott Sadler and Richard Petty. The No. 19 Hunt Brothers Pizza racecar will also be a focal point of the company's advertising and marketing campaigns.

"My family has had close ties to Hunt Brothers Pizza for years, and they've been a great business partner to us, which is why I'm thrilled to expand that relationship in my racing career," said Sadler. "I'm proud to be driving the No. 19 Hunt Brothers Pizza Ford Fusion and the No. 2 truck

in the Camping World Series. I'm looking forward to kicking off race week in Daytona and thankful that Hunt Brothers Pizza came on board to support me.”

To learn more about the Hunt Brothers Pizza NASCAR sponsorships, please visit www.hbpRacing.com.

About Hunt Brothers Pizza:

With more than 6,000 locations in 28 states, Hunt Brothers® Pizza is the nation's largest brand of made-to-order pizza in the convenience store industry. Perfect for today's on-the-go lifestyle, Hunt Brothers Pizza offers regular, thin crust, and breakfast pizzas with All Toppings No Extra Charge,® plus the new Hunt Brothers® Wings in Southern Style and Hot 'n Spicy flavors. Family owned and operated for over 40 years and headquartered in Nashville, Tenn., the company provides all of the food products, marketing programs, equipment and training for convenience stores to operate their own turnkey pizza program.

For additional information, please visit www.huntbrotherspizza.com or call (800) 453-3675.

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