



PRESS RELEASE

Contact:

Mary's Pizza Shack

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MARY'S PIZZA SHACK OPENS NEW LOCATION ON FOURTH STREET, DOWNTOWN SANTA ROSA

New "Shack" Opens on October 24th


Sonoma, CA – October 17, 2007 – Mary's Pizza Shack, the 16-unit Italian restaurant, is opening a new location in downtown Santa Rosa (at 615 Fourth Street) on October 24th. The two other Santa Rosa locations (on Summerfield and on Marlow) will continue to serve dine-in, take out and delivery as well. Mary's Pizza Shack will offer a reasonably priced, homemade Italian meal, perfect for a business lunch or family dinner. The new downtown location will have over 40 tables, accommodating over 150 guests. Mary's Pizza Shack's menu will remain the same as the other 16 locations, based on Mary Fazio's original recipes, traditions, quality food and passion. The new location will offer dine in, take out and delivery seven days a week. Over 20 party trays are available, as well as gift cards. The full bar will open on November 5th and will feature Mary's award-winning Shackatinis, as well as Margaritas, Mojitos, coffee drinks, wine and beer.

By recreating the "original shack" feel that Mary Fazio opened in 1959, the 2nd and 3rd generation family will bring back history in downtown Santa Rosa. Mary's original kitchen utensils, upside down colanders as light shades, original signs and menus will provide historic décor in the new restaurant.

"We wanted to bring back our roots and model our downtown Santa Rosa location after my grandmother's 1959 original shack", states Nanette Albano-Lane, Design Coordinator. "Although my grandmother Mary passed away in 1999, we want to continue her legacy," Albano-Lane adds.

The outdoor patio and bar tables will be a big attraction for locals and tourists alike to sit and relax while watching the action downtown or grab a quick bite before going to the movies. The full bar will include specialty and seasonal drinks, including Mary's award-winning Shackatinis and daily bar specials, as well as an expanded wine and beer list.

"Our current Santa Rosa locations are doing great," said Vince Albano, COO and Mary's grandson. He continues, "There is a revitalization of Downtown and we are excited to be part of it. Our new downtown Santa Rosa location will provide approximately 100 new jobs to the community."



To celebrate the remodel, Mary's Pizza Shack will host a Hospitality lunch and ribbon cutting on November 8th at 11:30 a.m.. Mary's Pizza Shack in downtown Santa Rosa is located at 615 Fourth Street, in the Historic Kress building. The phone number is 707-571-1959.

About Mary's Pizza Shack

Mary's Pizza Shack, founded in 1959 by Mary Fazio, is famous for its homemade Italian food at reasonable prices served in a caring, passionate, casual and fun atmosphere. From the first single "shack" opened forty-eight years ago, Mary's Pizza Shack has grown to 17 full-service casual Italian restaurants in Sonoma, Napa, Marin, Solano and Contra Costa Counties. Today, everything is still made from scratch using the original recipes from the original shack. Mary's Pizza Shack serves the same homemade pasta sauces, pizza, soups, salad dressings, and meatballs and carries on the same quality food, passion and traditions just like it was 1959. Mary's Pizza Shack is a family owned business operated by the second and third generation of Mary Fazio based in Sonoma, California.

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