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**Famous Famiglia Debuts New Design and New Concept at
Newark Liberty International Airport**

WHITE PLAINS, New York (June 9, 2008) – New York-based Famous Famiglia announces the launch of its latest store design at the company's location at Newark Liberty International Airport - Terminal C3. This launch also marks the debut of the company's newest concept extension, called the Famiglia Market.

With the redesign, Famous Famiglia saw an opportunity to invest in new design features and extend its menu offerings. In response to consumer trends and tastes, the Famiglia Market extends and enhances the menu offering. The concept extension is a natural fit to the brand's core Italian product offering set. This innovative model offers gourmet foods with an authentic Italian flair. The Famiglia Market provides customers hearty Italian fare with an assortment of fresh pastas, wraps, and sandwiches made fresh daily using select ingredients. The menu was carefully designed by the company's world-renown Executive Chef, Andrew Pappas.

For the Famiglia Market, Andrew carefully prepared a diverse menu to meet the international passengers' tastes. "The Famiglia Market provides international traveling passengers with the option of higher quality foods and healthier choices," says Andrew. "Furthermore, our menu extends our product offerings to new market demands and fills a void in the airport market." The extensive menu found at the Famiglia Market is unique to airport concessions offerings and offers flavorful vegetarian options, along with premium brand beverages.

"We are excited about expanding our menu offerings to the traveling public, airline employees, and the airport staff," says Paul Kolaj, Co-founder and CEO. "The Famiglia Market is a way for us to offer a greater variety and convenience for our customers, especially as it relates to quality food that they can take on board their flight. The response has been overwhelmingly positive, and we look forward to implementing the Famiglia Market company-wide within the airport venue."

In November 2001, Famous Famiglia first entered the airport market at Newark Liberty International Airport Terminal C3. Today, the concept has expanded to more than 30 airport locations at leading international airports worldwide. Over the years, Famous Famiglia has earned 12 First Place ARN Awards for customer service and brand operation. No other pizza brand in the world has achieved such a prestigious record.

About Famous Famiglia

Famous Famiglia is a successful New York City based pizza company which was founded in 1986. Today, the company has successfully expanded its concepts across the world and can be found at leading airports, motorways, universities, shopping centers, casinos, stadiums, theme parks, military bases, theaters, and more. Famous Famiglia is “The Official Pizza of The New York Yankees”, “The Official Pizza of Madison Square Garden”, “The Official Pizza of The Palms Casino and Hotel”, and “The Official Pizza of Hershey Park”. It is also voted one of America’s fastest growing pizzeria chains.

For more information, please visit us on the web at: www.famousfamiglia.com.



Newark Liberty International Airport, Terminal C3

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