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Famous Famiglia Expansion Serves Thruway Travelers

WHITE PLAINS, New York (March 7, 2008) – “New York’s Favorite Pizza”™, Famous Famiglia, announces the expansion with partner HMS Host in the opening of HMS Hosts’ first motorway locations along the New York State Thruway at the Pattersonville Plaza between exits 26 and 27, and the New Baltimore Plaza between exits 21A and 21B.

Crossing New York State, the 641 mile superhighway is the largest continuous toll road system in the world. Passing over 62 NY cities, more than 210 million passengers and 28 million commercial vehicles use the NYS Thruway for travel each year. New York’s largest cities, New York City and Buffalo, are connected by the mainline of the Thruway, and it also serves as a connection to Connecticut and Massachusetts turnpikes, the New Jersey Garden State Parkway, and other major roads leading into Canada and the Midwest.

HMS Host is scheduled to open additional Famous Famiglia units throughout the New York, New Jersey, and Pennsylvania motorways. “The motorway vertical market presents unique opportunities for expansion as well as significant brand exposure to many millions of Americans,” states Giorgio Kolaj, Co-founder and executive vice president. “Furthermore, we remain grateful to HMS Host’s commitment to executing our standards of quality and customer service that travelers have come to expect from Famous Famiglia.”

HMS Host is a world leader in creating customized shopping and dining experiences for travelers and travel venues. They currently operate in many of the busiest airports and travel centers across the globe. A wholly-owned subsidiary of Milan-based Autogrill S.p.A, HMSHost & the Autogrill Group are recognized leaders in travel services. With sales exceeding €4.0 billion (approximately \$6.0 billion), Autogrill operates in 30 countries, including 138 airports and 645 motorways.

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 about Famous Famiglia, please visit our website at www.famousfamiglia.com

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