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**Famous Famiglia, Selected to Provide Pizza to the Prudential Center**

**Newark, New Jersey** (October 25, 2007) – “New York’s Favorite Pizza”™, Famous Famiglia, announces its expansion into the newly built and exciting Prudential Center in Newark, New Jersey.

“Famous Famiglia is proud to be the pizza provider for the nationally recognized Prudential Center,” states Giorgio Kolaj, Co-Founder and Executive Vice President Global Business Development. “Given Famous Famiglia’s strong brand presence in the New York metro area, this partnership will help further establish our brand recognition, while bringing New York’s favorite pizza to patrons of the Prudential Center.” The venue will host approximately 200 events in its first year, and is home to the *New Jersey Devils*, *Seton Hall Basketball*, *MISL Ironmen*, and other various concerts & sporting events. There are four Famous Famiglia pizzerias located inside the venue to accommodate the more than 20,000 attendees the center holds.

This opening continues the expansion of Famous Famiglia’s brand into the sports and entertainment market, which remains as a strong growth segment for Famous Famiglia. In addition to being the “Official Sponsor of the Prudential Center”, Famous Famiglia is proud to hold other similar designations across other notable venues in the industry also, such as the “Official Pizza of Madison Square Garden”, the “Official Pizza of the New Jersey Sports & Exposition Authority”, the “Official Pizza of the Palms Casino – Las Vegas”, and many more.

Famous Famiglia was founded in the heart of New York City in August 1986 by the four Kolaj brothers. More than 20 years later, the company operates its concepts in leading airports, universities, casinos, theme parks, shopping centers, military bases, medical centers, and busy neighborhood locations across 20 states in the U.S., and locations in China, Mexico, and Russia.

For more information about Famous Famiglia, please contact Giorgio Kolaj, co-founder and Executive Vice President of Global Business Development at (914) 328-4444 or via email at [giorgio@famousfamiglia.com](mailto:giorgio@famousfamiglia.com). Also, please visit us on the web at: [www.famousfamiglia.com](http://www.famousfamiglia.com)

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