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## **Famous Famiglia Continues Asia Expansion into Shanghai**

**WHITE PLAINS, New York** (March 26, 2008) –Famous Famiglia, “New York’s Favorite Pizza”™, announced today its most recent opening at Shanghai’s Pudong International Airport – International Terminal 2 with its partner, Select Service Partner, Ltd.

Shanghai Pudong International airport is known to be one of the busiest gateways to China and East Asia, and is one of the largest economic centers in the world. “We are excited about expanding the Famous Famiglia brand into such a highly visible venue in one of the world’s fastest growing economies,” states Giorgio Kolaj, co-founder and executive vice president at Famous Famiglia. “As we continue to grow the Famous Famiglia brand across the international stage, Shanghai proves to be an important platform in our expansion strategy.”

UK-based, Select Service Partner, franchise operator of the Famous Famiglia restaurant at Hong Kong International Airport’s new SkyPlaza Terminal, will also operate the unit at Shanghai Pudong International Airport. “We are proud to support our franchise partner, SSP, at Pudong International airport,” says Paul Kolaj, co-founder and President of Famous Famiglia. “SSP’s commitment to quality and operations excellence are values we share in at Famous Famiglia. My family and I feel that the local SSP team shares in a similar work ethic and they continue to be a strong ambassador of our brand in Asia.”

### About SSP

SSP is a leading dedicated operator of food and beverage brands in travel locations worldwide. SSP has a long heritage in food and travel, with over 60 years experience in the industry. The companies’ operations feature a mix of food and beverage brands tailored specifically for each venue. SSP employs 26,000 staff across 28 countries, and serves millions of customers weekly!

### About Famous Famiglia

Famous Famiglia is a successful New York City based pizza company which has been in business since 1986, under the direction of the four Kolaj brothers. Today, the company has successfully expanded its concepts across the world; targeting captive markets such as airports, motorways, universities, shopping centers, casinos, stadiums, theme parks, 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”.

For more information about Famous Famiglia, please visit our website at

[www.famousfamiglia.com](http://www.famousfamiglia.com)

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