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Contact: Deanna D'Alfonso

deanna@famousfamiglia.com

(914) 328-4444

Famous Famiglia Announces the *First* World Pizza Eating Championship!

WHITE PLAINS, New York (September 11 , 2008) – New York based pizza company, Famous Famiglia, announces that it will launch the world's *first* Famous Famiglia World Pizza Eating Championship on Sunday, October 12th, 2008 on Military Island in Times Square, in the heart of New York City!

The Famous Famiglia World Pizza Eating Championship is the first world pizza eating competition to be held in New York City, and sanctioned by world-renowned Major League Eating (MLE) and the International Federation of Competitive Eating (IFOCE). New York City represents the quintessential pizza capital of the world and Famous Famiglia is endearingly known to many New Yorkers as “New York’s Favorite Pizza”.

“We are excited to bring the *first* international pizza eating championship to the world, and are proud to launch this major competition in the heart of New York City, where Famous Famiglia was born,” shares Paul Kolaj, co-founder and CEO of Famous Famiglia. “People recognize the important role that New York City plays in the world of pizza, and this is one way in which Famous Famiglia can help ensure New York City’s rightful place in pizza history.”

Major League Eating, the world’s foremost organization of all gastronomic and jaw-dropping competitive eating sports, endorses the Famous Famiglia World Pizza Eating Championship and ensures that the event will be judged to exacting competitive standards. MLE hosts more than 80 major competitive eating events each year throughout the world, including the annual Nathan’s Famous 4th of July Hot Dog Eating Contest in Coney Island, NY.

The Famous Famiglia World Pizza Eating Championship will feature world famous competitive eaters like Joey Chestnut, pizza-record holder Pat Bertoletti, New York native Crazy Legs Conti, Bob Shoudt, and Tim ‘Eater X’ Janus and create an exciting day for families, tourists, media, and competitive eating enthusiasts! The circuit of competitive eaters will devour their way to victory, hoping to claim the grand prize and the ultimate title of “World Pizza Eating Champion.” Also in attendance will be many celebrities and some of New York’s most beloved figures to help kick off the inaugural event.

In addition to creating a legendary event in competitive eating history, Famous Famiglia is committed to being actively involved in the community. The Famous Famiglia World Pizza Eating Championship will help support the Continental Airlines Scholarship Fund, a private, non-

profit corporation which provides financial support for the education of the employees of Continental Airlines and their eligible dependents. A donation will be made to the organization in the winner's name.

All details of the Famous Famiglia World Pizza Eating Championship, including the qualification process and prize purses will be announced shortly. Please visit www.famousfamiglia.com or www.majorleagueeating.com for more details.

Famous Famiglia proudly thanks their sponsors, Continental Airlines, DeBartolo Holdings, Escalon, Ferraro Foods, General Mills, HMSHost, and Pepsico for their generous support with this event and the Continental Scholarship Fund.

About Famous Famiglia

Famous Famiglia is a successful New York City based pizza company founded in 1986, by the Kolaj family. Today, the company has successfully expanded its concepts across the world with more than 100 locations; 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".

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