

Mazzio's LLC Announces Additional Oklahoma Franchising Opportunities

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Tulsa, Okla. – Mazzio's LLC, operator of Mazzio's Italian Eatery and casual dining concept Oliveto Italian Bistro, announces it has begun actively seeking additional franchisees for the state of Oklahoma. Multi-unit operators and investors with franchised restaurant experience will be targeted to complete the build-out of the Oklahoma markets, including the Oklahoma City and Tulsa metro areas. Currently, Mazzio's has 169 locations; of those, 105 are franchise-owned.

Mazzio's was introduced in 1979 and featured pizza, pasta, salad and sandwiches. Before that, the concept was known as Ken's Pizza, which began in 1961. Since 1979, Mazzio's Italian Eatery has established its brand in Oklahoma, Texas, Arkansas, Missouri, Mississippi, Kansas and four additional states.

"With 15 locations in the greater Oklahoma City market, there remains substantial market-share opportunities," said Greg Lippert, CEO and president of Mazzio's LLC. "There is significant room for growth state-wide, but particularly in Oklahoma City. With the right multi-unit franchisees added to our system, Mazzio's is positioned for sustained long-term success in the state."

In 2002, Mazzio's Italian Eatery updated its 23-year-old brand to feature a more modern look, with bold colors and a tower on its buildings' exteriors. "Results of our reimagining efforts have been very positive and will serve the brand well into the 21st century," said Lippert. The system has already remodeled about half of its locations.

The new image includes a new modular building prototype for free-standing locations. "The advantage to the new modular system is that a building can be customized for each individual location based on the given market while at the same time reducing the cost of entry," said Rex Hall, manager of design and construction for Mazzio's. "The modular prototype is designed to be easily expanded to accommodate additional customer traffic. Less expensive in-line locations are also becoming a significant vehicle for unit growth."

Oliveto opened its first location in 2008 in Tulsa, followed by a second location in Tyler, Texas, in December 2009. The restaurant offers a variety of sandwiches, soups and salads for lunch, as well as dinner dishes such as Wood Stone brick oven pizzas, brick-oven entrees, and pastas. The restaurant offers an extensive wine list, which includes 20 bottles under \$25. Oliveto also offers a kid's menu and full catering services.

"The strengths of this brand are its Oklahoma roots and reputation, as well as its broad menu appeal that attracts families, its key customer base," said Dave Poth, senior marketing vice president.

For Mazzio's Italian Eatery or Oliveto Italian Bistro franchising information, visit http://www.mazzios.com/franchising_request.html or <http://www.olivetobistro.com/franchising.html>.

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About Mazzio's Italian Eatery

With 169 locations in 10 states, Tulsa-based Mazzio's Italian Eatery, established in 1961, offers customers fast service, convenience, variety, value and quality. Its extensive menu features a wide variety of pizza, pasta, salad and sandwiches. Open daily for lunch and dinner, Mazzio's is perfect for dine-in, carryout, delivery or catering. For more information about Mazzio's Italian Eatery, visit www.mazzios.com.

About Oliveto Italian Bistro

Oliveto Italian Bistro opened in August 2008 as Tulsa's first neighborhood Italian bistro. Tuscan-inspired food, including wood-fire pizzas, pastas and salads, is homemade from artisan ingredients in an atmosphere that is inviting, easy and relaxed. Open daily for lunch and dinner, Oliveto is available for catering and features an extensive wine list that includes 20 bottles under \$25. For more information, visit www.olivetobistro.com.