

FOR IMMEDIATE RELEASE

## PIZZA BREAKTHROUGH TAKES BITE OUT OF OBESITY



### NEW GENERATION PIZZA COMPANY THROWS AWAY THE COOKBOOK, INTRODUCING NEW, HEALTHIER PIZZA CRUST

AKRON, Ohio (August 26, 2010) -- The award-winning pizzaBOGO restaurants are serving up much more than innovative gourmet pizzas these days. They're also giving customers a healthy dose of nutrition with every bite.

The team at pizzaBOGO developed what it considers to be an industry-changing pizza crust that passed all taste tests and is loaded with natural and organic ingredients.

The breakthrough pizzaBOGO Miracle Crust comes at a perfect time, as children and adults are dealing with epidemic levels of obesity, plus rampant diabetes, immune disorders and heart health problems. Robert Kopis, pizzaBOGO's Innovative R&D Chef and Franchisee explained, "This is a critical time for our country. We want to be part of the solution, rather than contributing to the problem."

### DOWN WITH OBESITY, UP WITH HEART HEALTH!

During their extensive research and development process, the pizzaBOGO team studied what people need to maintain a healthy body and lifestyle. Then they created a crust with premium natural ingredients that can actually contribute to weight control, support heart health, maintain colon health, provide a steady source of energy with "good carbs" and promote a healthy immune system to help ward off illness.

### TAKE YOUR FIBER AND EAT YOUR PIZZABOGO, TOO.

The healthful Miracle Crust contains 12 organic, high fiber grains with all natural prebiotics, including rye, wheat bran, soy flour and flaxseeds, all rich in Omega 3 fatty acids and organic barley and millet to assist in developing and repairing body tissues.

For more information on all of the Miracle Crust ingredients and their benefits, visit [www.pizzaBOGO.com](http://www.pizzaBOGO.com).

**ABOUT pizzaBOGO:** pizzaBOGO is a New Generation upscale, award-winning pizza brand based in Ohio. The unique menu captures the gourmet flavors of the world while remaining in sync with changing consumer tastes and trends and offering affordable pricing with free unlimited toppings. The company also actively gives back to local communities with its "Buy one, give one" movement to help feed the hungry. Franchise opportunities are available to aspiring boss-a-BOGOs. For further information visit [www.pizzabogo.com](http://www.pizzabogo.com).

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