



**SHAKEY'S PIZZA RETURNS TO SPOKANE
FATHER-SON TEAM OPEN REGION'S FIRST NEW RESTAURANT
IN OVER 30 YEARS**

FOR IMMEDIATE RELEASE:

SPOKANE, WA (October 13, 2009) — Shakey's® Pizza Parlor, the iconic 55-year old restaurant chain, celebrates its return to Spokane, WA, with a grand opening ribbon cutting ceremony, October 21, from 4-7 p.m. Spearheaded by Steve and Nick Hersey, a father and son franchise team with deep ties to Shakey's, the new store is one of three restaurants the Herseys plan to open in the region.

"I have been a proud Shakey's employee for 36 years," says patriarch Hersey Sr. "Of all the family restaurants around, Shakey's Pizza has a tremendous amount of brand recognition. *It's incredible.* Everyone has a story, a memory or a special feeling about Shakey's. In bringing the restaurant back to Spokane, we hope to preserve a bit of that heritage and introduce that same special feeling to new generations in this part of the country," Hersey Sr. adds.

Originally conceived in 1954 as a social gathering place where friends and families would get together for hot pizza, cold beer, and sing-along ragtime music, the Spokane store will embrace the original Shakey's Pizza concept with a modern spin – including game room, big screen TV's, classic American music and familiar pop-culture memorabilia. The brand's expansion into the Inland Northwest is indicative of Shakey's newfound renaissance and successful reemergence from that of a nostalgic brand to a relevant and profitable restaurant chain experiencing exponential growth – even during the economic downturn.

The Herseys decided to open their own Shakey's franchise despite the challenging economic climate because of their unshakeable confidence in the brand's strength. "These economic times are definitely scary," says Hersey senior. "That said, Shakey's past success during recessionary times as well as the brand's current sales and franchise growth, reassures us that Shakey's winning 'family values and entertainment model' will attract the people of Spokane."

Adds son Hersey Jr., "Smart risk taking can lead to great rewards. We are confident of our success because Shakey's is a unique restaurant concept that promises its guests great food, in a relaxed, fun atmosphere that encourages

great times – *and all at great value*. Add to that the nostalgia factor, and you’ve got a winning combination for everybody. ”

Commenting on the father-son franchise team, Shakey’s Pizza CEO, Joe Remsa says, “A major reason why Shakey’s is successful is because we are a brand that is near and dear to people’s hearts. When Steve Hersey told us that he and his son Nick were going to open a Shakey’s franchise in the Northwest, we were beaming. Other brands may talk about how they embrace an inter-generational culture, but at Shakey’s we live it. And the Herseys are a stunning example of what it means to be part of the Shakey’s family.”

The public can celebrate Shakey’s grand opening October 21 and enjoy free samples of Shakey’s Signature pizzas, raffle prizes and get FREE Shakey’s skimmer hats and gift boxes while supplies last. Ribbon cutting begins at 4 p.m.

Shakey’s Spokane is located at 9602 N Newport Highway, Spokane, WA 99218.
Ph: 509-464-0200

ABOUT SHAKEY’S USA

Sherwood “Shakey” Johnson opened the first Shakey’s Pizza Parlor® in a remodeled grocery store on 57th and J Street in Sacramento, California in 1954. Originally established as “ye public house” for pizza & beer, Johnson indulged his passion for Dixieland jazz and added live ragtime music to mix, featuring banjos and player pianos throughout his rapidly expanding franchise. As the concept caught on, the Shakey’s name became synonymous with *The World’s Greatest Pizza®* along with light-hearted slogans such as “*You’ll have fun at Shakey’s, also pizza,*” and “*You can feed your face at any old place, but you can warm your heart at Shakey’s.*” Since that time, Shakey’s has been a pop-culture staple referenced in countless television shows, films and even by Bob Hope during an Academy Awards broadcast. And its most famous employee, actor Billy Bob Thornton, continues to share his Shakey’s memories in every interview he gives. Shakey’s USA, Inc is headquartered in Alhambra, CA. For more information and locations, visit <http://www.shakeys.com>

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