

## Shakey's appoints Remsa CEO

LOS ANGELES — Joe Remsa, who formerly served as vice president and chief operating officer of Shakey's USA, has been appointed chief executive officer of the 54-year-old pizza chain, the company announced.

The chain began a systemwide revitalization effort last year, signing four new area development agreements and opening the first new Shakey's restaurant east of California in nearly 40 years. The new restaurant is in Auburn, Ala.

The store will include the first Shakey's memorabilia center documenting the chain's contribution to Americana. Franchisee Bert Hunter has signed an agreement to open two additional Shakey's restaurants.

Of Shakey's 15 corporate locations, 11 remodels have been completed and a total of six franchisee restaurants are in the process of remodeling, as well. All restaurants are slated for completion by March 2009.

The company plans to open six new stores during 2008, including three corporate stores and three franchisee stores.

Shaky's systemwide sales are up more than 7 percent for 2008, with corporate locations up more than 11 percent, the company announced.

<http://www.wsfa.com/Global/story.asp?S=8087470&nav=0RdE>