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Revitalization plan to shake up Shakey's Pizza

Shakey's Pizza will officially launch its new restaurant concept Shakey's Pizza & Grill with a grand opening event in Covina, September 7, 2006. To stay top of mind in American pop culture, Shakey's USA CEO Tim Pulido has outlined a five-year revitalization plan to be kicked off with the Covina restaurant opening. The plan makes provisions for an all-new logo, menu and store designs for all Shakey's USA corporate locations. The new look and menu reflect a shift in American attitudes toward style and health. "Shakey Johnson was a fun-loving person, and his attitude was reflected in everything he did. While Shakey's Pizza has stayed true to its heritage of entertainment and value, its attitude has waned a bit over the years," said Pulido. "Through our new employee training program and revitalized store design, the new Shakey's Pizza & Grill will once again fully embody that fun-loving attitude allowing Shakey's memory to live on."

Before the end of 2006, and in true Hollywood fashion, Shakey's Burbank and Alhambra locations will both undergo extensive facelifts to contemporize the outdated stores.

By 2008 Pulido plans to have remodeled all remaining corporate stores, 10 franchise stores and have built an additional 10 new stores in Southern California and other select markets.

Shakey's USA Inc. is headquartered in Alhambra, California.