



News Release

Incredible Pizza Company Announces Grand Opening of its Second Indianapolis Location

Applicants for 70 new open positions can apply by attending a job fair on June 25 and June 26

INDIANAPOLIS (June 23, 2010) – Incredible Pizza Company, a themed dining experience that guarantees great food and fun, will expand its presence in Indianapolis by opening a second location at Lafayette Square Mall in the space previously occupied by Xscape at 3919 Lafayette Road. A private, invitation only, grand opening is scheduled for July 5 and July 6 with the public grand opening to be held on July 7.

“We are thrilled to add a second location to the great city of Indianapolis. 2010 has been an incredible growth year for us in the development of our franchise concept,” said Chris Brewer, PR Coordinator for Incredible Pizza Company Franchise Group.

The company will open their new site with a commitment to safety, quality food and games, and cleanliness, creating a family-friendly entertainment venue for Indianapolis residents and visitors. The company opened its first Indianapolis location last year on U.S. 31 south and County Line Road near the Greenwood Park Mall.

With its second location, Incredible Pizza Company will create 70 new jobs in Indianapolis. Applicants interested in applying for these jobs can attend a job fair Friday, June 25 and Saturday, June 26 in the food court at Lafayette Square Mall.

“Incredible Pizza Company is dedicated to delivering a positive family experience with loyalty, honesty and trustworthiness and that’s exactly what we want in Indianapolis,” said Scott Miller, CEO of Develop Indy. “We are thrilled they are able to open a second location so soon after opening their first. This is a great reflection of the opportunities that exist in our market.”

About Incredible Pizza Company

America's Incredible Pizza Company is a '50s-themed Family Entertainment Center with twelve existing locations in Texas, Oklahoma, Missouri, Iowa, Indiana, Tennessee, Utah and Mexico. The all-indoor, smoke-free and alcohol-free facilities feature large, freshly-made pizza, pasta, salad, soup and dessert buffets, plus attractions including go-kart racing, Route 66 mini golf, mini-bowling (most locations), bumper cars, and 100+ video and redemption games. The company is headquartered in Springfield, MO. On the Web: <http://www.incrediblepizza.com>

About Develop Indy

Develop Indy is Marion County's local economic development organization. Develop Indy is dedicated to attracting new businesses, retaining and expanding existing businesses and serving as a catalyst for capital investment and quality job growth in Indianapolis/Marion County. Formed in 2007, Develop Indy is led by CEO Scott Miller and a nine-member board of directors appointed by Mayor Greg Ballard. For more information, visit www.developindy.com.

Media Contacts:

Chris Brewer (Incredible Pizza Company) – 417.890.1408 ext. 210

Melissa Todd (Develop Indy) – 317.808.3272 or mtodd@developindy.com