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Calling All (Independent) Pizzerias for National Kid's Pizza Making Contest!



*Sign-up now to host contest
with The World Pizza Champions™ and Lindsay Olives®*

LAFAYETTE, CA (August 7, 2006) – Lindsay Olives and The World Pizza Champions Inc. invite independent pizzerias nationwide to join their national Kid's Pizza Making Contest on Saturday, October 7, 2006. Pizzerias can sign-up to host the contest for their neighborhood kids by contacting Tony Gemignani at 510-427-6979 / tony@worldpizzachampions.com or Michael Shepherd at 567-674-4464 / michael@worldpizzachampions.com, now through September 1, 2006.

The nationwide contest challenges children, ages 12 and younger, to make a kid-sized pie with their favorite ingredients, including olives, at the pizzeria, where it will be baked and judged. The winning Pizza will be named by its creator and added to the pizzeria's menu. One Grand Prize winner randomly selected from winners at the independent pizzerias will be awarded a visit by one of The World Pizza Champion Team members to learn some pizza acrobatic tricks. Most recently The World Pizza Champions performed their breath-taking Pizza acrobatics on "Master of Champions," ABC-TV's prime time reality show. All winners will receive a case of their favorite Lindsay Olives.

Lindsay Olives will provide marketing, media outreach, sign-up materials and olives to each pizzeria. The World Pizza Champions will select the pizzerias and serve as a liaison with them. The pizzerias will be responsible for distributing marketing and media materials, selecting the judges, providing all ingredients except for the olives, which Lindsay Olives will supply, and implementing the contest and its prize. Contest rules can be reviewed at www.worldpizzachampions.com/lindsayolives.php.

About two-thirds of U.S. adults (65%) consider pizza to be among their favorite meals to eat with their family, according to a recent survey commissioned by Lindsay Olives and conducted by Harris Interactive®. When asked about favorite pizza toppings, nearly half of these pizza makers (46%) selected olives as one of their favorite pizza toppings.

"We created this contest with the amazing World Pizza Champions to help America's independent pizzerias strengthen their bonds with their customers," said Ken Wienholz, Lindsay Olives. "The contest might also uncover a next-generation Champion or independent pizzeria owner."

According to Tony Gemignani of World Pizza Champions, olives are a "must have topping" when it comes to making pizza. "When it comes to pizzerias, olives are one of the most important ingredients on a pizza," says Tony. "All of the WPC's pizzerias use olives!"

About Lindsay Olives

Lindsay Olives' parent Bell-Carter Foods was established in 1912 in Berkeley, Calif., and now produces more than 10 million cases of olives annually, making it the nation's largest olive processor. The family business is operated by third and fourth-generation family members, with headquarters in Lafayette, CA. For recipes and photographs, please visit www.lindsayolives.com.

About The World Pizza Champions

The World Pizza Champions are made up of members Michael Shepherd of Michael Angelo's Pizza in Kenton and Rushsylvania, Ohio; Tony Gemignani and Ken Bryant of Pyszano's Pizzeria in Castro Valley, CA; Joe Carlucci of Famous Joe's in Danbury, CT; Siler Chapman of Pizza Works in Fort Mills, SC and Sean Brauser of Romeo's Pizza in Medina, OH. Each member has earned the highest awards in several different categories in the pizza industry. They are considered by many pizza operators worldwide as professionals and pioneers.

Team members have appeared on the Today Show, Master of Champions, Emeril Live, Tony Danza Show, The Tonight Show, The Ellen Show, ESPN, the Food Network, Good Morning America, BBC Radio, and numerous industry magazine covers. They have come together to form an affiliation to promote their restaurants and their skills. Individually each of them has performed on shows nationwide, but now they tour the world as a team. The World Pizza Champions™ perform and/or compete at numerous festivals, fairs, sporting events, and food shows all year long.

The World Pizza Champions also organize the World Pizza Games in Las Vegas, held at the International Pizza Expo, as well as the World Pizza Games Trials™ at the Northeast Pizza Show in Atlantic City. America's #1 Pizza Team™ - The World Pizza Champions - will be in a town or on a TV near you.

About the Survey

Harris Interactive® conducted the telephone survey on behalf of Lindsay Olives between August 5 and 8, 2005 among a nationwide cross section of 1,012 U.S. adults ages 18 and over, of whom 994 eat meals with their family. Figures for age, sex, race, and region were weighted where necessary to align them with their actual proportions in the population. In theory, with a probability sample of this size, one can say with 95 percent certainty that the overall results have a sampling error of plus or minus 3 percentage points. Sampling error for the sub-samples of adults who eat meals with their family (994) and adults who eat meals with their family and make pizza (590) is higher and varies.

About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), the 13th largest market research firm in the world, is a Rochester, NY-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for *The Harris Poll*® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results. Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London (www.hieurope.com), Novatris in Paris (www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V.

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