



America's Incredible Pizza Company

2522 S. Campbell Ave., Springfield, MO 65807

FOR IMMEDIATE RELEASE

October 16, 2009

For more information contact:
Chris Brewer, VP Marketing

Office: 417-890-1408 ext. 210
marketing@incrediblepizza.com

Incredible Quarter Buffet Deal Extended

America's Incredible Pizza Company announced today it has extended a test market of the Quarter Buffet Promotion through October for four of its six corporately owned locations. *"The response has really been incredible to this test promotion. We've decided we'll roll it out to all of our corporate locations in the fourth quarter of 2010,"* said Chris Brewer, Vice President of Marketing for America's Incredible Pizza Company.

The promotion enables customers in AIPC's VIP program to redeem an emailed coupon to receive their huge all-you-can-eat buffet for only a quarter. The pizza, pasta, salad, drink and dessert buffet typically ranges in price from \$5.99 for lunch up to \$10.99 for dinner. Each VIP customer and their immediate family can receive the quarter buffet for each \$15.00 game card purchased. *"Our customers have really responded to this. Most families plan on spending at least \$15.00 in our Fairgrounds Game Room whether it is go-karts, mini-golf, bowling or ticket redemption games, so it's not unusual for them to see the great value in saving \$6 to \$10 per person on their food,"* said Brewer.

The promotion began the last week of September for a two week test. However, the company decided to extend through October based on customer response. It is only available by coupon and you must be enrolled in the Incredible VIP Club to receive the offer. You can register for the offer at www.incrediblevipclub.com. Participating locations include: Springfield, MO., Tulsa, OK, Victoria, TX, Memphis, TN and the Mesquite, TX (franchise) location.

About America's Incredible Pizza Company:

America's Incredible Pizza Company is a '50s-themed Family Entertainment Center with eighteen existing locations in the United States and Mexico. The all-indoor, smoke and alcohol-free facilities feature large, freshly-made pizza, pasta, salad, soup and dessert buffets, plus go-kart, bumper cars, mini-golf and 100+ video and redemption games. The company is headquartered in Springfield, MO. Franchise and additional information online at: www.incrediblepizza.com

- END -